

VISITOR CHARACTERISTICS BY MAJOR MARKET AREAS

U.S. WEST

U.S. EAST

JAPAN

CANADA

EUROPE

OCEANIA

OTHER ASIA

LATIN AMERICA



VISITOR CHARACTERISTICS BY MAJOR MARKET AREA

U.S. West

As the largest of the MMAs in terms of total expenditures, visitor days and visitor arrivals, the U.S. West continues to be Hawaii's core market. This market recovered quickly after September 11th and by December 2001 arrivals were slightly down by 0.9 percent as compared to December 2000. For the year, arrivals were off by only 2.5 percent while the average length of stay was stable at 9.89 days. The number of visitors from California, the largest contributor from the U.S. West segment, actually grew slightly (0.8%) for the year as strong growth in the first eight months of the year entirely offset decreases during the months after the attacks. Daily expenditures per person increased 3.8 percent to \$150 per day but continued to rank lowest among all the MMAs.

Other facts about the U.S. West market:

- The number of repeat visitors comprised nearly 76 percent of all visitors from the U.S. West, virtually the same ratio as the previous year.
- Close to half of all visitors (49.6%) from the U.S. West visited Oahu. Arrivals from the U.S. West to Molokai (+2.1%) and Lanai (+0.9%) increased, but decline for the Big Island (-4.7%), Kauai (-3.3%), Maui (-3.2%) and Oahu (-0.9%).
- Fewer came on group tours (-14.4%) and packaged tours (-9.5%) while more came as independent travelers (+1.1%) in 2001.
- This group of visitors spent more time on Lanai, Oahu and the Big Island than in the previous year. U.S. West visitors stayed the longest on the Big Island (8.29 days), followed by Maui (7.97 days), Oahu (7.77 days), Kauai (7.57 days), Molokai (5.95 days) and Lanai (5.80 days).
- About 53 percent of the visitors stayed in hotels, 23.9 percent stayed in condominiums, 12.2 percent stayed with friends and relatives and 8.6 percent stayed in timeshare properties.
- The number of visitors attending conventions and meetings and traveling for incentives (MCI) dropped 22.0 percent while those honeymooning in the islands fell 8.6 percent from the previous year.
- 56 percent of visitors from this MMA were male and 44 percent female. The largest age group was between 40 to 49 years (20.9%), with the 30 to 39 years age group a close second (18.5%).

Nearly 97 percent of the 2,372,070 U.S. West visitors to the islands arrived from domestic points of origin. California's 1.47 million visitors comprised the largest share of the U.S. West segment at 61.9 percent. Washington and Oregon followed with 274,120 and 123,511 visitors, respectively. California is also the biggest single state market accounting for 34.7 percent of domestic visitors and 23.3 percent of total visitors to Hawaii.

U.S. East

Total expenditures by U.S East visitors decreased 11.1 percent to \$2.7 billion. Per person per day spending was \$161, down 4.9 percent from the previous year.

In addition:

- Oahu hosted 64.4 percent of U.S. East visitors to the islands in 2001, down 6.4 percent from the previous year. Visitation to the neighbor islands was also lower compared to 2000.
- Despite lower arrivals, the length of stay by U.S. East visitors increased on Molokai, the Big Island and Oahu. This group of visitors stayed the longest on Oahu (7.28), followed by Maui (6.55 days), the Big Island (6.19 days), Kauai (5.60 days), Molokai (4.19 days) and Lanai (3.98 days).
- U.S. East visitors attending MCI events (-31.6%) or honeymooning (-9.7%) in the islands declined while those who came to visit friends and relatives increased (+1.3%) compared to the previous year.
- Nearly 53 percent of the visitors have been to Hawaii at least once before.
- There were more independent travelers (63.1%) from the U.S. East than those who purchased packaged tours.
- 65.8 percent of the visitors chose hotels for their lodging, 14.2 percent stayed in condos, 10.4 percent stayed with friends or relatives and 6.7 percent stayed in timeshare properties.
- More than half of U.S. East visitors were male (55.3%). Those between 40-49 years of age were the largest group (21.1%), closely followed by those between the ages 50-59 (18.2%) and 30-39 (17.9%).

Close to 96 percent of the 1,588,164 visitors from the U.S. East flew in from domestic points of origin, while only 63,420 arrived on international flights. All seven regions of the U.S. East market reported lower arrivals compared to the previous year. The largest of all the sub-market is the East-North-Central Region with 378,159 visitors (-6.1%). Ranked second in arrivals is the South Atlantic Region with 316,337 (-6.8%).

Japan

Total Japanese visitor days decreased 8.9 percent in 2001 due to lower arrivals, which negated a longer length of stay. Total Japanese visitor expenditures fell 6.4 percent to \$2.2 billion.

However, the Japanese continued to spend the most per day among all visitors to the State with daily expenditures of \$241 per person , up 2.7 percent from the previous year.

In addition:

- Arrivals to Oahu fell 14.8 percent from a year ago. Of those who came to the islands, 95.9 percent visited Oahu during their stay. Visitations by Japanese visitors increased for Kauai, Molokai and Lanai but fell for Oahu, Maui and the Big Island.

- Japanese visitors stayed the longest on Oahu (5.22 days), followed by the Big Island (2.95 days), Maui (2.63 days), Kauai (1.89 days), Molokai (1.83 days) and Lanai (1.68 days).
- Most Japanese visitors came on packaged tours, only 11.7 percent were true independent travelers.
- Repeat visitors accounted for 51.5 percent of the Japanese market. This is the first year that repeat visitors exceeded first time visitors for Japan.
- Hotels continued to be the primary lodging choice accommodating nearly 91 percent of all Japanese visitors.
- MCI (-23.0%) and honeymooning visitors (-31.5%) decreased sharply compared to the previous year.
- More than 58 percent of visitors from Japan were female. The largest age group was between 25 to 39 years (36.2%), followed by those between 40 to 59 years (28.6%) and those from 18 to 24 years of age (12.1%).

Mostly all (98.5%) of the 1,528,564 Japanese visitors to Hawaii came on international flights. The majority of these visitors were from three central Japan regions: Kanto (which includes Tokyo), Kinki (including Kyoto and Osaka) and Chubu (including Nagoya). These three regions combined accounted for nearly 61 percent of all Japanese visitors. The number of Japanese visitors coming to Hawaii via the mainland United States dropped sharply in 2001.

Canada

Total expenditures from Canadian visitors fell 11.2 percent to \$400.7 million. The decrease resulted from a 14.4 percent drop in visitor days due to lower arrivals (-13.9%) and a slightly shorter length of stay. Despite the decline, the length of stay of 12.16 days was the longest among Hawaii's visitor groups. Average daily visitor spending rose by 3.7 percent to \$152 per person and remain second lowest among the MMAs.

In addition:

- Repeat visitors accounted for 59.1 percent of all Canadian visitors to the State in 2001.
- Oahu and Maui were the two most popular islands, hosting 56.6 percent and 47.4 percent of the Canadian visitors, respectively.
- Canadian visitors spent the most time on Maui (9.21 days), followed by Oahu (9.20 days), the Big Island (7.73 days), Kauai (6.91 days), Molokai (5.91 days) and Lanai (5.90 days).
- Close to 58 percent of Canadian visitors stayed in hotels, 28.2 percent stayed in condominiums, 7.3 percent stayed with friends and relatives and 7.1 percent stayed in timeshares.
- Nearly 69 percent of all Canadian visitors were true independent travelers.
- Canadian visitors tended to be a little older than visitors from other MMAs. The largest age group is between 40 to 49 years (20%), followed by those 60 and over (19.3%) and those 50-59 years of age (18.7%).

While most Canadians arrived in Hawaii direct from Canada or from other international destinations, 20 percent arrived from the U.S. mainland.

Europe

Visitor days for the European segment fell 23.8 percent due to a drop in visitor arrivals. The Average length of stay was 12.07 days, second longest among all visitors to the islands. Daily spending by European visitors jumped 21.3 percent to \$160 per person.

In addition:

- Germany and the United Kingdom comprised 83.2 percent of all European visitors in 2001.
- Most (82.7 percent) of Europeans arrived in the islands from U.S. cities.
- Close to 71 percent of Europeans visited Oahu in 2001. Maui was the next most popular destination, hosting over 29 percent of all European visitors.
- More than half (56.3%) of European visitors made their travel arrangements independently, while 41.2 percent purchased packages for at least their air and hotel accommodations.
- The majority (81.0%) of Europeans came to Hawaii for pleasure.
- Over 69 percent of the European visitors chose hotels for their lodging, 9.5 percent stayed with friends and relatives, while 9.1 percent of them stayed in condominium properties.
- About 60 percent of them were first time visitors to Hawaii.

Oceania — Australia and New Zealand

Lower arrivals resulted in a 12.9 percent decline in total expenditures from the Oceania market compared to the previous year. Nevertheless, daily spending from this MMA remained relatively high averaging at \$169 per person.

In addition:

- 82.3 percent of visitors from this market were from Australia.
- First-time visitors accounted for 54.3 percent of all Oceania visitors.
- About 56 percent purchased air and hotel package accommodations, while 43 percent were true independent travelers.
- Close to 88 percent of visitors from this region visited Oahu during their stay.
- The majority (80.6%) of visitors from this segment stayed in hotels.
- Nearly 85 percent of the visitors came for pleasure.

Other Asia

The Other Asia MMA experienced the greatest decrease in visitor expenditures in 2001, down 30.1 percent to \$134.7 million, due to a 33.2 percent decline in visitor arrivals. Despite the decline, daily spending from visitors in this market continues to rank second highest among all visitor groups at \$175 per person.

In addition:

- Visitors from Korea (43.4%), China (28.1%) and Taiwan (14.2%) combined accounted for 85.7 percent of all visitors from this market.
- First-timers comprised 68.4 percent of all visitors from Other Asia in 2001.
- Group tours and package trips remained the most common form of travel for this group. About 38.2 percent were true independent travelers.
- Nearly all the visitors from this region (90.5%) spent their time on Oahu.
- Close to 81 percent of Other Asian visitors chose hotels for their lodging.

The majority of the visitors from Other Asia came from international points to Hawaii. It is surprising to note that a significant share of Other Asia visitors (30.2%) came to Hawaii through the U.S. mainland.

Latin America

Visitor expenditures from Latin America dropped 22.4 percent to \$24.9 million due to an 18.8 percent decline in arrivals which entirely offset a longer length of stay.

In addition:

- Close to 45 percent of all visitors from this market were from Mexico, 36.6 percent were from Brazil while 18.4 percent were from Argentina.
- Nearly 64 percent of arrivals from Latin America were first-time visitors to the islands.
- Over half (54.3%) were true independent travelers while the remainder purchased group or tour packages.
- 79.2 percent of the visitors went to Oahu, 38.9 percent went to Maui and 17.4 percent went to the Big Island.
- Latin American visitors spent the most days on Oahu (7.98 days), followed by Maui (6.9 days), Kauai (5.09 days), the Big Island (4.8 days), Lanai (3.38 days) and Molokai (2.86 days).
- The majority of visitors (71.7%) stayed in hotels.

Pleasure trips continued to be the primary purpose of travel for visitors from this market (79.2%), and 11.4 percent of Latin American visitors were on their honeymoon.

TABLE 9: 2001 Visitor Days by Month and MMA

2001	US WEST MMA		US EAST MMA		JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA			
	TOTAL	US	WEST	US	EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZER-LAND	TOTAL EUROPE MMA	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA MMA
Jan	1,916,987			1,835,811		852,855	434,670	64,363	8,979	37,791	2,507	12,024	125,664	57,128	13,294	70,422
Feb	1,679,710			1,600,169		838,414	407,269	52,830	7,235	29,289	2,800	9,213	101,366	22,270	7,470	29,740
Mar	1,889,969			1,687,738		941,475	414,582	61,380	5,839	36,914	2,880	8,628	115,642	45,962	7,161	53,123
Apr	1,988,459			1,230,451		796,671	224,297	66,527	6,413	25,579	1,687	8,447	108,651	32,299	7,730	40,029
May	1,788,022			1,299,432		748,680	130,680	51,691	7,168	27,828	2,286	10,107	99,080	33,167	8,649	41,816
Jun	2,328,875			1,643,623		855,606	99,119	59,560	7,080	26,763	2,043	11,058	106,505	35,298	19,411	54,709
Jul	2,510,525			1,638,250		982,102	140,938	93,415	17,462	50,111	5,477	21,129	187,595	41,670	22,401	64,071
Aug	2,499,897			1,305,256		1,207,152	130,072	77,058	13,030	35,277	16,025	12,803	154,193	39,292	17,229	56,521
Sep	1,356,374			802,405		567,970	75,978	75,872	5,342	48,496	2,804	14,261	146,774	64,667	13,031	77,698
Oct	1,590,909			1,067,089		418,986	108,397	66,923	4,775	31,766	2,322	9,021	114,807	40,645	11,955	52,601
Nov	1,746,521			1,058,142		353,028	201,679	81,087	5,006	28,441	3,088	9,564	127,186	34,833	11,478	46,311
Dec	2,166,449			1,356,050		638,730	270,868	74,200	7,082	37,158	2,707	13,013	134,160	78,050	16,355	94,405
TOTAL	23,462,699			16,524,415		9,201,668	2,638,548	824,905	95,412	415,414	46,624	139,268	1,521,623	525,281	156,165	681,446
DOMESTIC																
Jan	1,863,409			1,789,053		16,056	84,231	51,435	8,177	35,050	1,993	10,716	107,371	18,850	4,610	23,460
Feb	1,617,539			1,557,390		13,844	48,858	39,660	6,588	26,844	2,649	7,926	83,666	4,192	1,746	5,938
Mar	1,816,725			1,620,119		16,411	61,074	40,273	5,176	32,974	2,485	7,081	87,990	5,556	1,363	6,920
Apr	1,937,336			1,200,473		11,493	32,183	56,295	5,845	24,853	1,637	7,720	96,351	8,283	1,217	9,500
May	1,750,371			1,273,727		17,520	36,719	44,816	6,594	25,098	2,194	9,981	88,683	8,250	1,540	9,789
Jun	2,241,506			1,615,378		19,921	20,269	49,941	6,705	24,349	1,968	10,015	92,979	10,307	3,310	13,616
Jul	2,377,475			1,598,571		20,799	48,182	81,131	16,664	46,885	5,263	20,135	170,079	14,160	3,980	18,141
Aug	2,423,357			1,261,610		20,695	37,824	66,305	12,259	33,662	14,895	9,330	136,451	8,211	2,416	10,627
Sep	1,342,961			789,013		8,848	19,550	69,368	5,022	43,075	2,652	11,388	131,504	9,734	2,207	11,941
Oct	1,552,148			1,030,805		4,590	42,002	53,435	4,426	28,116	2,104	8,458	96,537	11,539	2,128	13,667
Nov	1,682,741			1,002,508		5,104	60,498	71,218	4,230	27,366	2,927	8,514	114,254	3,875	2,032	5,907
Dec	2,117,399			1,322,385		11,498	84,276	60,032	6,219	31,890	2,488	9,610	110,239	5,235	1,684	6,918
TOTAL	22,722,967			16,061,031		166,779	575,666	683,910	87,903	380,161	43,255	120,875	1,316,104	108,192	28,232	136,424
INTERNATIONAL																
Jan	53,578			46,757		836,799	350,439	12,928	803	2,741	514	1,308	18,294	38,278	8,684	46,962
Feb	62,171			42,780		824,569	358,411	13,171	646	2,445	151	1,287	17,699	18,078	5,724	23,802
Mar	73,243			67,619		925,064	353,508	21,107	663	3,940	395	1,547	27,653	40,406	5,797	46,203
Apr	51,123			29,978		785,178	192,114	10,231	568	726	49	726	12,301	24,017	6,513	30,530
May	37,652			25,705		731,160	93,962	6,875	575	2,730	92	126	10,397	24,917	7,109	32,027
Jun	87,370			28,245		835,685	78,850	9,619	375	2,414	75	1,043	13,526	24,991	16,101	41,093
Jul	133,050			39,679		961,303	92,755	12,284	798	3,226	214	994	17,516	27,510	18,421	45,930
Aug	76,540			43,646		1,186,457	92,248	10,752	771	1,615	1,130	3,473	17,742	31,082	14,813	45,894
Sep	13,414			13,392		559,123	56,428	6,504	320	5,421	152	2,873	15,270	54,933	10,825	65,757
Oct	38,761			36,284		414,396	66,395	13,488	350	3,651	218	563	18,269	29,106	9,828	38,934
Nov	63,780			55,635		347,924	141,180	9,868	777	1,075	162	1,050	12,932	30,958	9,446	40,403
Dec	49,050			33,665		627,232	186,593	14,168	864	5,268	219	3,403	23,922	72,815	14,672	87,487
TOTAL	739,732			463,384		9,034,889	2,062,882	140,995	7,509	35,252	3,369	18,393	205,519	417,090	127,933	545,022

Source: DBEDT

TABLE 9: 2001 Visitor Days by Month and MMA (continued)

2001	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
	TOTAL	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA MMA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA MMA	
Jan	14,975	8,663	42,734	4,856	28,244	99,472	5,342	7,989	3,657	16,988	275,396	5,628,265
Feb	8,069	3,916	22,970	2,136	5,769	42,861	3,581	7,401	4,709	15,691	226,492	4,941,711
Mar	10,164	4,301	27,369	1,912	9,987	53,733	3,234	4,573	3,224	11,030	188,613	5,355,904
Apr	12,273	5,391	34,757	2,832	12,774	68,027	3,852	3,489	5,637	12,978	176,158	4,645,722
May	16,370	6,428	24,973	3,573	6,283	57,628	2,859	5,165	7,970	15,995	210,279	4,391,613
Jun	17,655	6,242	26,968	9,668	12,637	73,169	1,202	2,077	3,639	6,918	317,416	5,485,939
Jul	20,703	14,205	46,430	3,625	8,645	93,608	2,496	5,432	11,625	19,553	354,252	5,990,893
Aug	14,834	8,059	58,042	1,391	12,178	94,504	3,103	5,015	4,805	12,923	262,726	5,723,244
Sep	13,324	7,064	20,797	9,176	5,609	55,970	1,866	3,344	3,327	8,537	160,190	3,251,896
Oct	5,686	1,899	14,981	2,730	4,527	29,823	1,470	3,098	5,636	10,203	177,436	3,570,250
Nov	8,142	3,123	18,880	3,357	3,304	36,806	1,481	4,915	2,786	9,182	227,093	3,805,947
Dec	15,047	9,269	30,669	5,833	4,871	65,688	1,582	5,578	6,214	13,375	229,134	4,968,859
TOTAL	157,241	78,561	369,569	51,090	114,827	771,288	32,068	58,075	63,229	153,372	2,805,183	57,760,242
DOMESTIC												
Jan	10,022	2,072	9,044	526	984	22,649	5,179	7,010	3,567	15,756	201,714	4,123,699
Feb	6,405	2,901	3,278	101	468	13,153	3,553	6,551	4,565	14,669	160,016	3,515,073
Mar	7,465	858	1,888	328	1,209	11,748	3,154	4,005	2,880	10,039	124,766	3,755,791
Apr	8,317	1,974	3,116	293	674	14,375	3,651	3,113	5,438	12,202	115,820	3,429,732
May	12,726	2,141	4,356	1,448	2,024	22,694	2,615	4,450	7,577	14,643	131,110	3,345,256
Jun	14,171	1,014	6,017	1,048	1,618	23,866	1,172	1,776	3,520	6,469	182,045	4,216,048
Jul	16,688	4,257	8,553	1,634	1,461	32,592	2,376	4,695	11,030	18,101	209,194	4,493,134
Aug	11,123	3,032	8,440	810	1,460	24,865	2,921	4,222	4,260	11,403	173,405	4,100,236
Sep	9,279	735	2,188	727	2,408	15,336	1,600	2,239	2,722	6,561	110,565	2,436,279
Oct	4,385	723	2,139	705	371	8,323	1,353	2,998	5,420	9,771	110,691	2,868,534
Nov	5,934	1,069	3,807	221	786	11,816	1,283	4,654	2,630	8,567	110,809	3,002,204
Dec	12,188	1,586	2,495	211	1,021	17,501	1,541	4,578	6,015	12,133	140,464	3,822,812
TOTAL	118,702	22,361	55,321	8,052	14,482	218,919	30,398	50,290	59,623	140,311	1,770,599	43,108,798
INTERNATIONAL												
Jan	4,953	6,591	33,690	4,330	27,260	76,823	163	979	90	1,232	73,681	1,504,566
Feb	1,664	1,015	19,692	2,035	5,301	29,708	28	850	144	1,022	66,476	1,426,638
Mar	2,699	3,443	25,480	1,584	8,778	41,985	80	568	344	992	63,847	1,600,113
Apr	3,956	3,417	31,641	2,539	12,100	53,652	201	376	199	776	60,338	1,215,990
May	3,644	4,287	20,617	2,126	4,260	34,934	244	715	393	1,352	79,169	1,046,358
Jun	3,484	5,228	20,951	8,620	11,019	49,303	30	301	119	450	135,371	1,269,891
Jul	4,015	9,949	37,877	1,991	7,184	61,015	120	737	595	1,452	145,058	1,497,758
Aug	3,711	5,027	49,603	581	10,718	69,639	183	793	545	1,521	89,321	1,623,008
Sep	4,046	6,329	18,610	8,448	3,201	40,634	266	1,105	605	1,976	49,624	815,617
Oct	1,301	1,177	12,841	2,025	4,155	21,500	116	100	216	432	66,746	701,716
Nov	2,209	2,054	15,073	3,136	2,518	24,989	198	261	156	615	116,284	803,743
Dec	2,859	7,683	28,174	5,622	3,850	48,187	41	1,001	200	1,241	88,670	1,146,047
TOTAL	38,539	56,200	314,248	43,037	100,344	552,370	1,671	7,785	3,606	13,062	1,034,584	14,651,444

TABLE 10: 2001 Visitor Arrivals by Month and MMA

2001	US WEST MMA	US EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA			
	TOTAL	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZER-LAND	TOTAL EUROPE MMA	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA MMA
Jan	163,881	146,369	148,707	35,357	5,675	703	2,288	286	763	9,715	6,765	1,321	8,086	
Feb	170,142	152,199	151,038	32,445	5,733	686	2,333	322	514	9,588	3,482	666	4,148	
Mar	202,348	177,000	152,971	33,664	5,771	488	2,520	360	597	9,735	4,424	737	5,161	
Apr	221,063	129,503	132,842	19,188	6,514	563	2,264	193	613	10,148	4,440	874	5,314	
May	194,950	133,105	133,910	11,949	5,329	577	2,342	238	589	9,075	4,777	1,134	5,912	
Jun	229,125	158,352	146,703	9,335	5,596	569	2,110	211	775	9,262	4,868	1,602	6,469	
Jul	245,592	158,157	159,906	11,239	7,933	1,154	3,536	458	1,513	14,594	5,266	1,755	7,021	
Aug	263,416	127,062	184,336	11,668	7,607	1,087	2,561	1,543	650	13,448	4,988	1,577	6,565	
Sep	140,194	78,548	89,817	6,660	7,122	462	2,931	309	918	11,743	8,016	1,398	9,414	
Oct	164,531	107,508	69,277	9,190	6,483	331	2,239	196	686	9,935	7,475	1,283	8,758	
Nov	177,628	100,353	56,985	16,821	6,418	469	1,898	225	608	9,618	4,590	818	5,408	
Dec	199,200	120,007	102,072	19,432	5,539	586	2,089	249	698	9,161	7,738	1,165	8,903	
TOTAL	2,372,070	1,588,164	1,528,564	216,948	75,721	7,675	29,112	4,590	8,923	126,020	66,829	14,330	81,158	
DOMESTIC														
Jan	156,589	139,879	2,058	5,324	3,981	603	1,968	239	599	7,390	2,537	623	3,160	
Feb	165,055	147,480	2,117	3,865	3,873	605	1,984	308	431	7,201	742	290	1,032	
Mar	195,979	171,441	2,758	5,438	3,705	405	2,126	324	461	7,021	923	197	1,120	
Apr	215,739	124,789	1,663	2,944	5,090	492	1,974	177	522	8,255	1,443	169	1,612	
May	189,845	128,659	2,226	3,296	4,256	498	2,118	207	582	7,661	1,542	219	1,761	
Jun	220,838	151,821	2,300	1,932	4,565	517	1,934	186	696	7,898	1,618	388	2,006	
Jul	234,465	150,525	2,340	3,540	6,694	1,054	3,265	387	1,423	12,823	2,216	486	2,702	
Aug	255,359	120,039	2,894	3,238	6,345	991	2,354	1,424	571	11,685	1,273	323	1,596	
Sep	137,881	76,307	1,418	1,725	6,272	422	2,763	293	853	10,603	1,625	279	1,904	
Oct	159,686	102,670	740	3,037	5,249	287	1,939	173	599	8,247	1,920	319	2,239	
Nov	172,766	95,842	650	4,501	5,131	372	1,683	208	491	7,885	727	139	866	
Dec	193,901	115,291	1,205	5,062	4,470	478	1,815	226	571	7,560	656	175	831	
TOTAL	2,298,103	1,524,743	22,371	43,905	59,631	6,724	25,923	4,152	7,799	104,229	17,222	3,607	20,829	
INTERNATIONAL														
Jan	7,292	6,490	146,648	30,033	1,694	100	320	47	164	2,325	4,228	698	4,926	
Feb	5,087	4,719	148,921	28,580	1,860	81	349	14	83	2,387	2,740	376	3,116	
Mar	6,369	5,559	150,213	28,226	2,066	83	394	36	136	2,714	3,501	540	4,041	
Apr	5,324	4,714	131,179	16,243	1,424	71	290	16	91	1,893	2,997	705	3,702	
May	5,105	4,445	131,684	8,653	1,073	79	224	31	7	1,414	3,235	915	4,151	
Jun	8,287	6,531	144,403	7,402	1,031	52	176	25	79	1,364	3,250	1,214	4,463	
Jul	11,127	7,633	157,567	7,699	1,239	100	271	71	90	1,771	3,050	1,269	4,319	
Aug	8,057	7,023	181,441	8,429	1,262	96	207	119	79	1,763	3,715	1,254	4,969	
Sep	2,313	2,241	88,399	4,934	850	40	168	16	65	1,140	6,391	1,119	7,510	
Oct	4,845	4,838	68,537	6,153	1,234	44	300	23	87	1,688	5,555	964	6,519	
Nov	4,862	4,511	56,335	12,320	1,287	97	215	17	117	1,733	3,863	679	4,542	
Dec	5,299	4,716	100,866	14,370	1,069	108	274	23	127	1,601	7,082	990	8,072	
TOTAL	73,967	63,420	1,506,193	173,043	16,090	951	3,189	438	1,124	21,791	49,607	10,723	60,329	

TABLE 10: 2001 Visitor Arrivals by Month and MMA (continued)

2001	OTHER ASIA MMA						LATIN AMERICA MMA			OTHER MMA	TOTAL	
TOTAL	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA MMA	ARGEN- TINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA MMA	OTHER	TOTAL VISITORS
Jan	2,403	1,206	5,510	674	2,926	12,719	461	785	312	1,558	25,834	552,225
Feb	1,504	588	3,441	276	863	6,672	242	646	576	1,464	23,291	550,987
Mar	2,343	581	3,077	285	1,679	7,965	361	380	358	1,099	21,933	611,876
Apr	2,992	1,033	4,831	442	1,942	11,240	267	429	664	1,360	22,564	553,222
May	2,760	937	3,480	655	868	8,700	319	457	946	1,722	24,642	523,965
Jun	2,511	869	4,091	1,236	1,364	10,071	106	275	279	660	26,827	596,804
Jul	3,525	1,209	5,486	427	1,097	11,745	247	551	1,171	1,969	31,008	641,232
Aug	3,009	970	5,598	291	1,244	11,112	260	433	611	1,304	26,790	645,700
Sep	2,965	404	2,144	388	865	6,766	152	297	316	765	16,211	360,118
Oct	769	248	1,522	185	439	3,163	132	385	534	1,051	16,227	389,640
Nov	1,440	328	1,813	279	503	4,362	82	343	318	743	17,832	389,749
Dec	2,442	512	3,169	517	714	7,356	87	412	542	1,042	21,101	488,273
TOTAL	28,664	8,886	44,161	5,654	14,505	101,870	2,716	5,393	6,627	14,737	274,259	6,303,791
DOMESTIC												
Jan	1,317	247	700	73	109	2,446	428	657	297	1,382	16,280	334,509
Feb	1,071	315	454	15	60	1,915	233	533	552	1,318	15,446	345,429
Mar	1,716	103	319	41	154	2,333	354	309	312	975	12,783	399,849
Apr	1,828	256	424	61	109	2,678	245	382	636	1,263	12,179	371,123
May	1,770	277	658	75	213	2,993	302	402	914	1,618	13,816	351,875
Jun	1,677	143	698	158	240	2,916	103	226	256	585	16,283	406,580
Jul	2,321	449	961	178	193	4,102	240	484	1,113	1,837	19,773	432,106
Aug	1,997	361	1,051	97	247	3,753	244	372	571	1,187	16,221	415,973
Sep	1,925	93	313	57	225	2,613	141	212	260	613	10,181	243,245
Oct	442	91	283	23	55	894	119	371	507	997	10,905	289,416
Nov	1,004	97	286	28	83	1,498	62	309	290	661	10,129	294,798
Dec	1,878	176	391	49	141	2,635	82	289	505	876	12,057	339,418
TOTAL	18,946	2,608	6,538	855	1,829	30,776	2,553	4,546	6,213	13,312	166,053	4,224,321
INTERNATIONAL												
Jan	1,086	959	4,810	601	2,817	10,273	33	128	15	176	9,554	217,716
Feb	433	273	2,987	261	803	4,757	9	113	24	146	7,845	205,558
Mar	627	478	2,758	244	1,525	5,632	7	71	46	124	9,149	212,027
Apr	1,164	777	4,407	381	1,833	8,562	22	47	28	97	10,385	182,099
May	990	660	2,822	580	655	5,707	17	55	32	104	10,826	172,090
Jun	834	726	3,393	1,078	1,124	7,155	3	49	23	75	10,544	190,224
Jul	1,204	760	4,525	249	904	7,643	7	67	58	132	11,236	209,126
Aug	1,012	609	4,547	194	997	7,359	16	61	40	117	10,569	229,727
Sep	1,040	311	1,831	331	640	4,153	11	85	56	152	6,030	116,872
Oct	327	157	1,239	162	384	2,269	13	14	27	54	5,322	100,224
Nov	436	231	1,527	251	420	2,864	20	34	28	82	7,703	94,951
Dec	564	336	2,778	468	573	4,721	5	123	37	166	9,044	148,855
TOTAL	9,718	6,278	37,623	4,799	12,676	71,094	163	847	414	1,425	108,206	2,079,469

TABLE 11: U.S. West MMA Visitor Characteristics: 2001 vs. 2000

U.S. WEST	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
Total Visitor Days	23,462,699	23,978,995	-2.2%	22,722,967	23,040,598	-1.4%	739,732	938,397	-21.2%
Total Visitors	2,372,070	2,432,444	-2.5%	2,298,103	2,329,284	-1.3%	73,967	103,160	-28.3%
PARTY SIZE									
One	469,278	493,088	-4.8%	453,393	460,546	-1.6%	15,885	32,542	-51.2%
Two	986,028	1,035,106	-4.7%	959,756	993,752	-3.4%	26,272	41,354	-36.5%
Three or more	916,764	904,250	1.4%	884,954	874,986	1.1%	31,811	29,264	8.7%
Avg Party Size	1.99	1.97	1.2%	1.99	1.98	0.5%	2.05	1.70	20.1%
VISIT STATUS									
First-Time	571,901	594,216	-3.8%	552,071	561,776	-1.7%	19,830	32,440	-38.9%
Repeat	1,800,169	1,838,228	-2.1%	1,746,032	1,767,508	-1.2%	54,137	70,720	-23.4%
Average # of Trips	5.93	5.87	0.9%	5.94	5.86	1.3%	5.48	6.07	-9.6%
TRAVEL METHOD									
Group Tour	130,194	152,109	-14.4%	124,105	139,015	-10.7%	6,090	13,093	-53.5%
Package	717,254	792,115	-9.5%	703,348	764,864	-8.0%	13,906	27,252	-49.0%
Group Tour & Pkg	101,830	120,099	-15.2%	95,966	107,281	-10.5%	5,864	12,818	-54.3%
True Independent	1,626,451	1,608,320	1.1%	1,566,616	1,532,686	2.2%	59,836	75,634	-20.9%
ISLANDS VISITED									
Oahu	1,178,104	1,188,392	-0.9%	1,130,383	1,110,826	1.8%	47,721	77,566	-38.5%
Maui County	906,975	938,562	-3.4%	876,451	916,966	-4.4%	30,524	21,596	41.3%
...Maui	881,929	911,117	-3.2%	852,024	889,852	-4.3%	29,904	21,265	40.6%
...Molokai	24,507	23,998	2.1%	23,219	23,833	-2.6%	1,288	166	678.4%
...Lanai	30,681	30,403	0.9%	29,074	29,535	-1.6%	1,608	868	85.3%
Kauai	432,211	447,010	-3.3%	426,447	434,402	-1.8%	5,764	12,608	-54.3%
Big Island	443,508	465,474	-4.7%	435,627	456,160	-4.5%	7,881	9,315	-15.4%
...Hilo	122,203	110,985	10.1%	119,118	108,369	9.9%	3,085	2,616	17.9%
...Kona	391,003	413,828	-5.5%	384,071	405,966	-5.4%	6,932	7,862	-11.8%
LENGTH OF STAY									
Oahu (days)	7.77	7.66	1.5%	7.80	7.68	1.6%	7.09	7.36	-3.6%
Maui (days)	7.97	7.99	-0.1%	7.97	7.97	0.0%	8.08	8.51	-5.0%
Molokai (days)	5.95	6.99	-14.9%	6.14	7.03	-12.6%	2.47	0.94	162.6%
Lanai (days)	5.80	5.71	1.5%	6.01	5.81	3.5%	1.89	2.30	-17.7%
Kauai (days)	7.57	7.71	-1.8%	7.54	7.67	-1.7%	10.08	9.21	9.4%
Big Island (days)	8.29	8.20	1.1%	8.22	8.22	0.0%	12.12	7.36	64.6%
...Hilo (days)	5.34	5.76	-7.3%	5.37	5.76	-6.8%	3.90	5.79	-32.6%
...Kona (days)	7.77	7.67	1.2%	7.66	7.70	-0.5%	12.05	6.80	77.2%
Statewide (days)	9.89	9.86	0.3%	9.89	9.89	0.0%	10.00	9.10	9.9%
ACCOMMODATIONS									
Hotel	1,264,872	1,320,541	-4.2%	1,226,908	1,261,030	-2.7%	37,964	59,511	-36.2%
...Hotel Only	1,125,479	1,180,461	-4.7%	1,096,828	1,130,955	-3.0%	28,652	49,506	-42.1%
Condo	567,692	628,174	-9.6%	547,465	610,105	-10.3%	20,226	18,069	11.9%
...Condo Only	491,625	540,583	-9.1%	474,610	527,756	-10.1%	17,015	12,827	32.7%
Timeshare	204,434	167,173	22.3%	199,925	161,198	24.0%	4,510	5,975	-24.5%
...Timeshare Only	167,227	135,316	23.6%	163,648	130,947	25.0%	3,579	4,369	-18.1%
Apartment	29,383	31,984	-8.1%	28,722	28,067	2.3%	660	3,917	-83.1%
Bed & Breakfast	30,739	30,218	1.7%	29,087	29,507	-1.4%	1,652	711	132.5%
Cruise Ship	40,215	19,560	105.6%	37,850	18,381	105.9%	2,366	1,179	100.7%
Friends or Relatives	290,082	293,295	-1.1%	280,204	275,936	1.5%	9,878	17,359	-43.1%
PURPOSE OF TRIP									
Pleasure (Net)	1,878,505	1,887,448	-0.5%	1,817,859	1,820,401	-0.1%	60,647	67,047	-9.5%
...Honeymoon	111,846	122,366	-8.6%	109,427	118,028	-7.3%	2,419	4,338	-44.2%
MC&I (Net)	141,771	181,855	-22.0%	140,322	177,689	-21.0%	1,449	4,166	-65.2%
....Convention/Conf.	89,868	120,051	-25.1%	88,824	116,500	-23.8%	1,044	3,551	-70.6%
....Corp. Meetings	35,005	42,339	-17.3%	34,762	42,115	-17.5%	243	224	8.5%
....Incentive	18,397	21,288	-13.6%	18,235	20,897	-12.7%	163	391	-58.4%
Other Business	104,769	113,904	-8.0%	102,979	106,780	-3.6%	1,791	7,124	-74.9%
Visit Friends/Relatives	208,150	217,535	-4.3%	199,742	201,874	-1.1%	8,407	15,661	-46.3%
Government/Military	25,564	27,259	-6.2%	24,434	23,524	3.9%	1,130	3,735	-69.8%
Attend School	7,631	6,772	12.7%	6,812	6,084	12.0%	820	688	19.2%
EXPENDITURES									
Total Expenditures (\$ mil.)	3,510.4	3,455.8	1.6%	NA	NA	NA	NA	NA	NA
Per Person Per Day (\$)	149.6	144.1	3.8%	NA	NA	NA	NA	NA	NA
Per Person Per Trip (\$)	1,479.9	1,420.7	4.2%	NA	NA	NA	NA	NA	NA

NA: Not available

Source: DBEDT

TABLE 12: 2001 Domestic U.S. West MMA Visitor Arrivals by Month and State

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
PACIFIC COAST	125,988	134,571	151,944	185,718	153,901	182,284	200,567	228,465	114,688	128,816	142,274	158,841	1,908,057
Alaska	6,257	5,299	5,812	3,320	2,360	2,044	1,785	1,925	1,860	2,726	3,357	4,800	41,545
California	84,284	87,893	99,826	141,326	122,169	149,726	172,251	197,685	91,644	97,797	105,373	118,906	1,468,881
Oregon	11,419	11,624	17,176	9,692	9,511	9,820	8,179	9,085	6,618	8,936	10,173	11,278	123,511
Washington	24,028	29,755	29,130	31,380	19,861	20,694	18,352	19,770	14,566	19,356	23,370	23,857	274,120
MOUNTAIN	30,601	30,484	44,035	30,021	35,944	38,554	33,898	26,894	23,192	30,871	30,492	35,060	390,046
Arizona	6,547	6,095	10,053	6,486	10,630	11,366	10,715	7,685	6,305	7,293	6,621	7,766	97,564
Colorado	8,378	7,944	15,303	8,010	9,818	10,465	9,332	6,407	5,718	9,209	7,711	9,636	107,933
Idaho	2,637	2,448	3,649	1,923	1,689	1,637	1,551	1,215	1,140	1,642	2,846	2,191	24,568
Montana	2,000	1,986	2,389	970	860	871	646	712	1,307	905	1,219	1,399	15,264
Nevada	3,469	4,034	4,251	5,706	5,035	5,635	5,091	4,670	3,410	4,422	3,948	5,208	54,879
New Mexico	1,528	1,454	1,732	1,373	1,735	2,111	1,836	1,351	1,011	1,472	1,210	1,736	18,549
Utah	5,559	5,972	5,946	5,023	5,749	6,043	4,328	4,431	4,088	5,492	6,411	6,606	65,648
Wyoming	482	550	711	530	428	425	399	423	213	435	526	518	5,640
TOTAL U.S.	156,589	165,055	195,979	215,739	189,845	220,838	234,465	255,359	137,881	159,686	172,766	193,901	2,298,103

TABLE 13: U.S. East MMA Visitor Characteristics: 2001 vs. 2000

U.S. East	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
Total Visitor Days	16,524,415	17,506,797	-5.6%	16,061,031	17,006,595	-5.6%	463,384	500,202	-7.4%
Total Visitors	1,588,164	1,712,712	-7.3%	1,524,743	1,623,539	-6.1%	63,420	89,173	-28.9%
PARTY SIZE									
One	358,117	383,368	-6.6%	338,893	355,301	-4.6%	19,224	28,067	-31.5%
Two	793,410	883,868	-10.2%	764,816	846,022	-9.6%	28,594	37,846	-24.4%
Three or more	436,636	445,476	-2.0%	421,034	422,216	-0.3%	15,602	23,260	-32.9%
Avg Party Size	1.84	1.83	0.5%	1.84	1.83	0.4%	1.70	1.69	1.0%
VISIT STATUS									
First-Time	750,959	808,789	-7.2%	719,165	769,673	-6.6%	31,793	39,116	-18.7%
Repeat	837,205	903,923	-7.4%	805,578	853,866	-5.7%	31,627	50,057	-36.8%
Average # of Trips	3.49	3.43	1.6%	3.49	3.44	1.6%	3.37	3.37	0.0%
TRAVEL METHOD									
Group Tour	177,677	202,192	-12.1%	159,841	184,357	-13.3%	17,835	17,835	0.0%
Package	556,998	611,652	-8.9%	527,190	581,844	-9.4%	29,808	29,808	0.0%
Group Tour & Pkg	149,131	167,995	-11.2%	132,639	151,503	-12.5%	16,492	16,492	0.0%
True Independent	1,002,620	1,066,862	-6.0%	970,351	1,008,841	-3.8%	32,269	58,021	-44.4%
ISLANDS VISITED									
Oahu	1,024,148	1,093,606	-6.4%	973,635	1,020,548	-4.6%	50,513	73,059	-30.9%
Maui County	707,294	774,580	-8.7%	682,959	759,693	-10.1%	24,335	14,887	63.5%
...Maui	689,978	755,616	-8.7%	665,964	740,807	-10.1%	24,014	14,809	62.2%
...Molokai	25,085	25,388	-1.2%	24,408	25,311	-3.6%	677	78	772.2%
...Lanai	38,185	40,476	-5.7%	37,824	39,881	-5.2%	361	594	-39.3%
Kauai	357,808	386,949	-7.5%	351,874	379,219	-7.2%	5,934	7,729	-23.2%
Big Island	369,498	393,632	-6.1%	362,362	382,997	-5.4%	7,137	10,635	-32.9%
...Hilo	146,153	141,102	3.6%	143,588	137,134	4.7%	2,564	3,968	-35.4%
...Kona	317,841	339,396	-6.4%	311,504	330,512	-5.8%	6,337	8,884	-28.7%
LENGTH OF STAY									
Oahu (days)	7.28	7.18	1.4%	7.42	7.27	2.0%	4.63	5.84	-20.6%
Maui (days)	6.55	6.59	-0.5%	6.60	6.55	0.7%	5.28	8.34	-36.7%
Molokai (days)	4.19	3.90	7.2%	4.28	3.91	9.5%	0.81	2.75	-70.5%
Lanai (days)	3.98	3.98	-0.1%	4.01	4.01	-0.1%	0.78	1.89	-58.6%
Kauai (days)	5.60	5.71	-1.9%	5.61	5.68	-1.3%	5.39	7.18	-24.8%
Big Island (days)	6.19	6.04	2.5%	6.12	6.05	1.1%	9.76	5.64	73.0%
...Hilo (days)	3.58	3.62	-1.2%	3.54	3.62	-2.3%	5.57	3.47	60.6%
...Kona (days)	5.55	5.50	0.9%	5.48	5.51	-0.4%	8.73	5.20	67.8%
Statewide (days)	10.40	10.32	0.8%	10.53	10.48	0.6%	7.31	7.48	-2.3%
ACCOMMODATIONS									
Hotel	1,044,400	1,165,838	-10.4%	995,252	1,099,263	8.2%	49,148	66,575	-26.2%
...Hotel Only	920,987	1,038,822	-11.3%	876,063	977,520	9.2%	44,924	61,302	-26.7%
Condo	225,871	266,163	-15.1%	220,709	256,478	2.8%	5,161	9,685	-46.7%
...Condo Only	174,272	202,366	-13.9%	170,204	196,903	3.5%	4,068	5,463	-25.5%
Timeshare	105,870	83,656	26.6%	103,455	81,643	3.5%	2,415	2,013	20.0%
...Timeshare Only	78,584	59,311	32.5%	76,632	58,631	3.5%	1,952	680	187.2%
Apartment	18,983	20,159	-5.8%	18,480	19,050	9.9%	502	1,109	-54.7%
Bed & Breakfast	24,340	26,945	-9.7%	23,760	26,860	6.3%	580	85	583.2%
Cruise Ship	75,954	52,380	45.0%	74,471	51,927	-11.2%	1,483	453	227.3%
Friends or Relatives	165,240	165,764	-0.3%	160,672	160,377	6.8%	4,568	5,387	-15.2%
PURPOSE OF TRIP									
Pleasure (Net)	1,198,626	1,241,357	-3.4%	1,150,293	1,178,762	8.0%	48,333	62,595	-22.8%
...Honeymoon	120,086	132,912	-9.7%	117,984	129,096	6.2%	2,102	3,816	-44.9%
MC&I (Net)	155,596	227,524	-31.6%	153,837	222,367	12.0%	1,759	5,157	-65.9%
....Convention/Conf.	93,249	151,016	-38.3%	92,152	147,277	17.7%	1,097	3,739	-70.7%
....Corp. Meetings	34,630	44,277	-21.8%	33,965	43,105	8.1%	666	1,172	-43.2%
....Incentive	29,505	34,958	-15.6%	29,401	34,711	-7.7%	104	247	-58.1%
Other Business	58,924	66,102	-10.9%	57,048	62,271	4.8%	1,876	3,831	-51.0%
Visit Friends/Relatives	134,931	133,205	1.3%	128,215	128,832	2.9%	6,716	4,373	53.6%
Government/Military	32,002	38,181	-16.2%	29,603	31,831	7.6%	2,398	6,350	-62.2%
Attend School	5,598	4,871	14.9%	5,255	4,536	7.4%	342	335	2.4%
EXPENDITURES									
Total Expenditures (\$ mil.)	2,664.0	2,996.8	-11.1%	NA	NA	NA	NA	NA	NA
Per Person Per Day (\$)	161.2	169.6	-4.9%	NA	NA	NA	NA	NA	NA
Per Person Per Trip (\$)	1,677.4	1,749.8	-4.1%	NA	NA	NA	NA	NA	NA

NA: Not available

Source: DBEDT

TABLE 14: 2001 Domestic U.S. East MMA Visitor Arrivals by Month and State

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
W.N. CENTRAL	26,546	26,062	30,635	14,094	12,191	14,794	12,881	9,469	7,440	11,022	12,758	15,684	193,575
Iowa	3,472	3,111	3,754	1,199	1,241	1,737	1,532	1,139	731	1,102	1,451	1,767	22,236
Kansas	2,223	1,977	3,659	1,206	1,804	2,181	1,864	1,084	1,139	1,582	2,130	1,730	22,579
Minnesota	13,058	13,485	14,483	7,458	3,446	3,875	3,478	3,244	2,273	3,730	4,698	6,364	79,592
Missouri	4,470	4,088	5,398	2,744	4,044	4,910	4,436	3,013	2,452	3,131	3,045	3,554	45,285
Nebraska	1,595	1,631	1,640	909	1,014	1,389	1,013	621	493	912	696	1,257	13,170
N. Dakota	815	824	832	228	293	298	276	142	169	279	249	401	4,806
S. Dakota	913	946	869	350	349	404	282	226	183	286	489	610	5,907
W.S. CENTRAL	14,421	15,059	24,728	13,874	24,884	28,484	28,108	15,227	11,908	14,363	13,158	15,662	219,875
Arkansas	902	857	1,429	773	1,123	1,569	1,323	746	593	759	782	734	11,590
Louisiana	1,032	1,177	1,549	1,298	1,749	2,086	1,836	1,159	745	1,053	923	922	15,529
Oklahoma	1,574	1,588	2,559	1,395	2,454	2,576	2,645	1,274	1,133	1,469	1,275	1,645	21,587
Texas	10,913	11,437	19,191	10,408	19,558	22,253	22,304	12,048	9,437	11,082	10,178	12,361	171,169
E.N. CENTRAL	37,181	43,771	49,127	32,261	26,631	34,082	31,054	24,740	18,080	24,430	25,181	31,623	378,159
Illinois	13,235	12,694	17,102	9,796	9,488	12,400	11,715	10,100	6,789	8,602	8,691	12,299	132,909
Indiana	4,268	4,165	5,586	2,688	3,310	4,768	3,938	2,158	2,107	2,744	3,284	3,425	42,441
Michigan	7,301	12,615	11,797	8,423	5,974	6,201	5,953	4,809	3,457	5,195	6,062	7,213	84,999
Ohio	6,424	7,237	7,560	6,242	5,420	7,659	7,272	5,572	4,203	5,034	4,788	5,233	72,644
Wisconsin	5,953	7,060	7,083	5,112	2,440	3,054	2,176	2,101	1,524	2,855	2,356	3,452	45,166
E.S. CENTRAL	5,526	5,822	7,546	5,050	7,510	9,043	7,800	4,604	4,016	4,836	4,242	4,815	70,810
Alabama	1,255	1,274	1,530	1,018	1,807	1,904	1,633	1,132	743	1,102	1,096	1,146	15,640
Kentucky	1,595	1,409	1,988	1,714	1,772	2,509	2,093	1,175	1,232	1,512	997	1,203	19,199
Mississippi	534	582	1,043	572	896	911	917	453	447	466	393	447	7,661
Tennessee	2,142	2,557	2,985	1,746	3,035	3,719	3,157	1,844	1,594	1,756	1,756	2,019	28,310
NEW ENGLAND	8,838	12,033	10,926	10,736	7,902	8,884	9,927	9,705	5,343	8,125	5,842	7,664	105,925
Connecticut	2,250	2,548	2,552	2,390	1,958	2,329	3,064	2,600	1,175	2,123	1,271	1,790	26,050
Maine	716	1,076	787	834	396	436	430	332	315	458	403	454	6,637
Massachusetts	4,034	5,668	5,385	5,443	4,194	4,663	4,813	5,434	2,829	3,973	3,074	4,087	53,597
New Hampshire	828	1,452	983	979	610	712	739	642	431	681	589	644	9,290
Rhode Island	647	696	776	502	465	434	555	490	398	589	305	394	6,251
Vermont	363	593	443	588	279	310	326	207	195	301	200	295	4,100

TABLE 14: 2001 Domestic U.S. East MMA Visitor Arrivals by Month and State (continued)

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
MID ATLANTIC	20,907	20,944	20,050	21,521	19,146	20,759	26,713	29,648	12,233	17,364	13,570	17,208	240,063
New Jersey	5,571	4,976	5,147	6,137	5,158	5,968	7,854	9,667	3,185	4,659	3,538	3,795	65,654
New York	9,778	10,635	9,331	10,534	9,024	8,541	12,348	14,497	5,663	7,888	5,973	9,336	113,547
Pennsylvania	5,558	5,333	5,572	4,850	4,965	6,250	6,511	5,485	3,385	4,817	4,059	4,077	60,862
S. ATLANTIC	26,460	23,789	28,429	27,254	30,397	35,775	34,043	26,647	17,287	22,530	21,091	22,635	316,337
Delaware	468	399	432	492	364	344	480	407	272	328	267	323	4,576
Washington,D.C.	624	515	508	444	519	636	550	722	280	439	395	677	6,309
Florida	6,955	5,789	7,754	6,759	8,941	9,355	8,878	6,386	4,988	6,413	5,568	5,931	83,717
Georgia	3,807	4,383	5,705	4,284	5,639	6,287	6,132	3,731	3,048	3,560	3,604	3,601	53,781
Maryland	3,876	3,738	3,302	3,592	3,347	4,459	5,027	4,970	2,070	3,442	2,854	2,866	43,543
N. Carolina	2,920	2,537	3,612	3,439	3,816	5,133	3,586	2,202	2,001	2,414	2,367	2,568	36,595
S. Carolina	1,319	1,067	1,255	1,836	1,648	2,154	1,565	901	925	1,072	1,041	1,331	16,114
Virginia	6,087	4,970	5,330	5,903	5,659	6,697	7,221	6,960	3,390	4,472	4,539	5,049	66,277
West Virginia	404	391	531	505	465	711	604	368	313	390	455	287	5,425
TOTAL U.S. EAST	139,879	147,480	171,441	124,789	128,659	151,821	150,525	120,039	76,307	102,670	95,842	115,291	1,524,743

TABLE 15: Domestic U.S. Visitors by State: 1992 - 2001

	2001	2000	1999	1998	1997	1996	1995	1994	1993	1992
PACIFIC COAST	1,908,057	1,938,247	1,844,511	1,705,992	1,663,760	1,633,730	1,608,710	1,656,930	1,528,300	1,584,230
Alaska	41,545	43,224	41,737	37,579	30,970	31,730	31,200	34,960	28,510	33,700
California	1,468,881	1,456,666	1,355,754	1,269,623	1,262,570	1,257,670	1,219,340	1,282,600	1,164,070	1,236,150
Oregon	123,511	135,883	147,220	128,510	121,700	111,970	110,240	98,950	94,270	85,290
Washington	274,120	302,474	299,802	270,279	248,520	232,360	247,930	240,420	241,450	229,090
MOUNTAIN	390,046	391,037	363,898	341,950	339,620	313,490	291,400	277,700	245,960	262,290
Arizona	97,564	100,589	94,289	89,333	85,600	80,390	73,630	68,740	56,910	71,080
Colorado	107,933	110,480	98,218	90,828	95,370	80,890	75,450	74,390	66,190	72,260
Idaho	24,568	23,931	24,522	21,092	20,940	21,360	19,570	19,140	18,000	15,350
Montana	15,264	15,019	13,273	12,269	11,690	11,590	11,330	11,680	10,100	9,000
Nevada	54,879	55,621	46,772	45,397	43,140	41,810	40,780	38,270	33,560	32,860
New Mexico	18,549	20,509	19,803	19,643	18,630	19,580	19,140	18,700	16,870	19,620
Utah	65,648	58,460	61,635	58,332	58,940	52,480	46,110	41,310	39,190	37,180
Wyoming	5,640	6,428	5,386	5,057	5,310	5,390	5,400	5,470	5,140	4,940
W.N. CENTRAL	193,575	206,468	191,856	172,518	166,100	167,450	172,390	167,440	147,090	163,250
Iowa	22,236	24,544	23,772	20,830	18,660	20,370	21,730	21,380	17,470	21,810
Kansas	22,579	23,869	21,695	20,182	19,740	19,320	19,990	20,690	17,780	22,840
Minnesota	79,592	84,262	76,502	66,034	63,310	62,570	67,000	57,170	55,440	50,280
Missouri	45,285	48,170	45,279	42,131	42,320	42,070	40,180	45,780	35,800	46,430
Nebraska	13,170	14,280	14,199	13,710	12,540	12,850	12,870	12,900	11,440	12,810
N. Dakota	4,806	5,160	4,727	4,819	4,800	4,750	5,110	4,560	4,230	4,250
S. Dakota	5,907	6,182	5,682	4,813	4,730	5,520	4,870	4,960	4,930	4,830
W.S. CENTRAL	219,875	229,067	217,433	208,235	191,440	179,870	170,920	175,400	163,750	179,980
Arkansas	11,590	11,690	12,001	11,022	10,220	9,810	9,390	10,900	9,140	9,800
Louisiana	15,529	16,750	16,401	15,593	14,180	14,300	13,400	13,950	13,360	13,950
Oklahoma	21,587	22,838	21,902	19,916	19,830	19,920	20,070	19,560	18,570	21,080
Texas	171,169	177,789	167,129	161,704	147,200	135,840	128,070	130,990	122,680	135,150
E.N. CENTRAL	378,159	402,799	374,582	358,967	334,600	337,980	334,320	339,040	296,920	327,830
Illinois	132,909	138,588	132,675	128,745	122,880	121,300	123,670	126,460	111,150	121,970
Indiana	42,441	43,346	41,724	40,563	38,890	37,430	36,130	38,040	30,580	36,450
Michigan	84,999	88,413	78,946	76,217	69,100	69,470	68,550	66,630	59,200	64,470
Ohio	72,644	78,393	75,441	70,824	64,980	68,240	65,770	69,630	60,990	68,030
Wisconsin	45,166	54,059	45,795	42,619	38,750	41,540	40,200	38,280	35,000	36,910
E.S. CENTRAL	70,810	78,366	76,409	71,242	67,500	67,920	67,930	68,470	62,220	64,920
Alabama	15,640	18,573	17,746	16,445	15,250	15,170	15,420	15,380	14,310	15,010
Kentucky	19,199	20,993	19,150	18,194	18,490	17,800	17,290	17,950	16,290	16,660
Mississippi	7,661	8,581	8,092	7,961	6,810	6,980	7,520	7,510	6,380	6,780
Tennessee	28,310	30,220	31,421	28,642	26,950	27,970	27,700	27,630	25,240	26,470
NEW ENGLAND	105,925	110,355	97,204	92,070	90,190	93,520	90,460	91,540	86,810	95,530
Connecticut	26,050	27,672	26,653	24,710	24,000	24,780	24,350	25,130	24,590	27,690
Maine	6,637	7,159	6,663	6,426	5,980	6,590	6,670	6,240	6,030	5,850
Massachusetts	53,597	55,894	44,878	43,867	44,200	45,540	43,560	43,720	41,130	45,540
New Hampshire	9,290	8,996	8,783	7,981	7,550	7,570	7,280	7,280	6,460	7,220
Rhode Island	6,251	6,407	6,121	5,690	5,190	5,250	5,040	5,710	5,530	5,740
Vermont	4,100	4,225	4,106	3,397	3,280	3,790	3,560	3,460	3,070	3,490
MID ATLANTIC	240,063	256,975	241,256	220,845	203,840	208,620	213,090	220,960	210,390	237,070
New Jersey	65,654	70,559	66,806	58,958	54,310	53,680	55,660	58,260	55,640	61,680
New York	113,547	117,496	107,906	102,379	94,920	98,370	99,910	102,780	98,190	111,730
Pennsylvania	60,862	68,920	66,544	59,508	54,610	56,570	57,510	59,920	56,560	63,660
S. ATLANTIC	316,337	339,509	318,863	290,888	270,350	272,510	256,060	264,150	237,300	260,010
Delaware	4,576	4,948	4,518	3,913	3,790	3,820	4,010	4,120	3,720	4,560
Washington,D.C.	6,309	6,594	5,928	5,945	5,460	8,890	6,270	6,590	5,990	6,220
Florida	83,717	87,514	84,007	77,474	70,550	70,290	67,900	69,600	63,160	69,520
Georgia	53,781	62,041	54,025	50,635	50,930	50,240	43,580	43,580	40,120	43,120
Maryland	43,543	47,525	44,226	40,298	38,260	38,540	37,710	39,000	34,900	39,300
N. Carolina	36,595	40,666	38,848	33,435	31,430	30,290	28,950	30,140	26,310	28,580
S. Carolina	16,114	16,479	15,901	14,666	13,130	13,580	11,960	12,790	10,890	11,950
Virginia	66,277	68,202	65,683	59,587	52,710	51,850	50,480	52,970	47,410	51,510
West Virginia	5,425	5,541	5,727	4,935	4,090	5,010	5,210	5,360	4,800	5,250
UNITED STATES	3,822,845	3,952,823	3,726,012	3,462,708	3,327,400	3,275,090	3,205,280	3,261,630	2,978,740	3,175,110

Source: DBEDT

TABLE 16: 2001 Domestic U.S. Visitor Characteristics by State

STATE & REGION	VISITORS	L.O.S. IN HAWAII	VISITOR DAYS	% ONE ISLAND ONLY	% N.I. ONLY	% FIRST- TIME	% HOTEL ONLY	% CONDO ONLY	% MCI	% HONEY- MOON	% ISLES VISITED	AVERAGE # OF TRIPS
PACIFIC COAST	1,908,057	9.83	18,752,199	81.4%	51.9%	22.5%	47.7%	21.2%	5.9%	4.7%	0.48	6.14
Alaska	41,545	13.18	547,645	80.3%	42.8%	21.1%	40.2%	25.7%	6.2%	3.8%	0.57	6.17
California	1,468,881	9.31	13,674,501	81.6%	52.5%	22.9%	50.6%	19.7%	5.8%	4.8%	0.47	6.09
Oregon	123,511	11.16	1,378,588	79.8%	52.9%	22.4%	37.3%	26.2%	6.4%	4.6%	0.47	6.02
Washington	274,120	11.50	3,151,456	81.2%	49.5%	20.7%	38.1%	26.6%	5.8%	4.4%	0.50	6.50
MOUNTAIN	390,046	10.18	3,971,918	73.9%	45.5%	31.5%	47.6%	17.9%	7.3%	5.2%	0.55	4.96
Arizona	97,564	9.80	956,051	75.2%	48.0%	33.4%	48.7%	15.6%	7.3%	5.9%	0.52	4.74
Colorado	107,933	10.57	1,141,248	71.0%	51.1%	31.2%	48.2%	18.9%	7.4%	5.4%	0.49	4.87
Idaho	24,568	10.87	267,181	76.4%	46.9%	31.0%	42.8%	23.0%	7.3%	4.8%	0.53	4.84
Montana	15,264	11.33	172,905	70.7%	47.9%	35.6%	40.9%	25.1%	8.2%	4.7%	0.52	4.38
Nevada	54,879	9.95	545,906	79.2%	42.0%	27.1%	48.6%	16.1%	5.5%	5.0%	0.58	6.00
New Mexico	18,549	10.85	201,295	73.9%	45.6%	36.0%	47.7%	16.4%	9.1%	4.7%	0.54	4.37
Utah	65,648	9.54	626,103	72.7%	34.0%	30.2%	47.8%	17.6%	8.0%	4.7%	0.66	4.95
Wyoming	5,640	10.86	61,232	70.5%	46.7%	36.7%	43.9%	20.1%	9.0%	5.4%	0.53	4.33
WEST NORTH CENTRAL	193,575	10.55	2,042,374	64.9%	38.4%	44.3%	54.8%	14.4%	10.4%	6.3%	0.62	3.65
Iowa	22,236	10.79	239,880	64.2%	37.0%	48.7%	56.0%	13.0%	11.4%	6.2%	0.63	3.45
Kansas	22,579	10.09	227,710	65.4%	40.9%	43.2%	55.5%	13.7%	11.9%	6.7%	0.59	3.50
Minnesota	79,592	10.80	859,266	65.7%	37.6%	42.0%	55.0%	15.7%	9.6%	6.1%	0.62	3.85
Missouri	45,285	10.27	465,081	63.5%	39.4%	45.6%	53.0%	13.6%	9.8%	6.8%	0.61	3.56
Nebraska	13,170	10.10	133,026	65.0%	41.1%	44.8%	55.1%	13.7%	10.9%	7.0%	0.59	3.64
North Dakota	4,806	11.32	54,405	63.6%	33.3%	49.0%	59.8%	13.6%	14.1%	5.2%	0.67	3.25
South Dakota	5,907	10.67	63,005	65.7%	35.3%	49.4%	55.2%	13.6%	11.4%	4.8%	0.65	3.21
WEST SOUTH CENTRAL	219,875	9.56	2,102,433	67.8%	37.3%	43.8%	58.5%	11.2%	9.4%	6.9%	0.63	3.71
Arkansas	11,590	9.91	114,889	66.4%	34.0%	51.0%	54.6%	11.5%	9.9%	6.1%	0.66	3.08
Louisiana	15,529	10.02	155,672	62.7%	32.2%	54.1%	57.4%	8.9%	10.1%	7.8%	0.68	3.01
Oklahoma	21,587	10.01	216,117	68.6%	34.9%	45.1%	57.9%	12.0%	9.9%	6.6%	0.65	3.68
Texas	171,169	9.44	1,615,756	68.2%	38.3%	42.3%	59.0%	11.2%	9.3%	6.9%	0.62	3.81
EAST NORTH CENTRAL	378,159	10.65	4,026,094	61.6%	38.4%	47.6%	56.6%	13.0%	9.4%	7.8%	0.62	3.39
Illinois	132,909	10.19	1,354,400	64.8%	43.5%	42.6%	58.0%	14.0%	8.8%	7.8%	0.57	3.77
Indiana	42,441	10.39	441,093	62.6%	36.5%	50.0%	56.2%	13.4%	10.3%	6.9%	0.63	3.19
Michigan	84,999	11.11	944,207	59.4%	35.9%	50.8%	56.1%	12.8%	9.1%	8.1%	0.64	3.17
Ohio	72,644	10.66	774,702	59.0%	34.6%	51.3%	56.2%	10.9%	10.4%	8.4%	0.65	3.11
Wisconsin	45,166	11.33	511,694	60.0%	35.8%	48.1%	54.9%	13.5%	9.6%	7.1%	0.64	3.31
EAST SOUTH CENTRAL	70,810	10.14	718,029	63.7%	32.1%	50.5%	58.0%	10.6%	11.4%	6.5%	0.68	3.12
Alabama	15,640	9.73	152,220	64.8%	28.1%	51.0%	58.7%	9.3%	12.3%	5.9%	0.72	3.22
Kentucky	19,199	10.32	198,188	61.1%	33.8%	51.5%	55.6%	11.9%	10.1%	6.8%	0.66	3.00
Mississippi	7,661	10.24	78,466	69.9%	30.6%	53.2%	63.4%	8.3%	13.9%	7.6%	0.69	3.07
Tennessee	28,310	10.21	289,153	63.1%	33.6%	48.9%	57.7%	11.0%	11.2%	6.4%	0.66	3.17
NEW ENGLAND	105,925	11.65	1,234,507	60.3%	37.8%	47.8%	56.7%	10.8%	10.1%	9.2%	0.62	3.56
Connecticut	26,050	11.31	294,641	58.3%	38.4%	47.0%	59.1%	9.8%	10.8%	9.0%	0.62	3.72
Maine	6,637	13.74	91,187	65.6%	33.0%	48.7%	50.7%	11.1%	8.4%	6.1%	0.67	3.46
Massachusetts	53,597	11.50	616,399	59.9%	39.3%	48.3%	56.8%	11.0%	10.0%	10.2%	0.61	3.48
New Hampshire	9,290	11.83	109,928	61.6%	34.2%	48.2%	54.9%	11.3%	10.6%	7.4%	0.66	3.39
Rhode Island	6,251	11.16	69,779	62.8%	30.3%	46.9%	60.0%	10.5%	10.3%	9.3%	0.70	3.81
Vermont	4,100	12.82	52,573	63.6%	41.2%	45.9%	47.8%	13.6%	8.6%	7.1%	0.59	3.67
MIDDLE ATLANTIC	240,063	10.93	2,624,044	58.6%	35.9%	51.6%	60.8%	8.9%	9.5%	10.6%	0.64	3.20
New Jersey	65,654	10.78	707,943	57.7%	36.0%	50.2%	62.0%	8.7%	10.1%	10.8%	0.64	3.22
New York	113,547	11.04	1,253,735	59.0%	35.7%	52.2%	61.2%	8.6%	8.4%	11.4%	0.64	3.23
Pennsylvania	60,862	10.88	662,367	59.0%	36.1%	51.9%	58.6%	9.4%	11.1%	9.1%	0.64	3.11
SOUTH ATLANTIC	316,337	10.47	3,310,746	63.6%	31.8%	46.3%	56.9%	8.9%	11.3%	6.7%	0.68	3.66
Delaware	4,576	10.68	48,890	60.7%	34.8%	52.8%	57.1%	10.4%	10.7%	9.0%	0.65	3.03
D.C.	6,309	10.19	64,310	66.9%	33.6%	42.7%	56.7%	9.9%	12.6%	5.6%	0.66	4.23
Florida	83,717	10.67	893,022	61.6%	32.0%	46.5%	54.0%	8.3%	10.6%	6.4%	0.68	3.65
Georgia	53,781	9.63	518,162	63.2%	33.9%	46.6%	58.6%	10.5%	11.9%	7.4%	0.66	3.45
Maryland	43,543	10.76	468,443	64.1%	31.2%	46.1%	57.2%	8.8%	12.1%	6.8%	0.69	3.68
North Carolina	36,595	10.52	384,949	62.4%	35.5%	51.2%	57.0%	9.5%	11.6%	7.3%	0.65	3.09
South Carolina	16,114	10.39	167,375	62.9%	30.9%	51.3%	55.3%	9.8%	11.6%	5.6%	0.69	3.14
Virginia	66,277	10.68	708,076	67.0%	28.5%	41.1%	59.0%	7.9%	10.8%	6.1%	0.71	4.36
West Virginia	5,425	10.60	57,518	63.2%	26.4%	60.1%	60.3%	7.6%	11.2%	7.8%	0.74	2.76

Source: DBEDT

TABLE 17: 2001 Market Penetration for Top U.S. MSAs

RANK	METRO AREA	2001	2000	% CHNG	2000 Population (1000)	Est. 2000 Penetration per 1,000
1	Los Angeles/Riverside/Orange County, CA	587,656	579,979	1.32%	16,374	35.9
2	San Francisco/Oakland/San Jose, CA	528,373	538,435	-1.87%	7,039	75.1
3	Seattle/Tacoma/Bremengton, WA	204,612	229,022	-10.66%	3,555	57.6
4	New York/Northern New Jersey/Long Island, NY/NJ/CT/PA	153,860	158,498	-2.93%	21,200	7.3
5	San Diego,CA	131,693	119,285	10.40%	2,814	46.8
6	Chicago/Gary/Kenosha, IL/IN/WI	114,121	117,392	-2.79%	9,158	12.5
7	Portland/Salem, OR/WA	97,335	107,138	-9.15%	2,265	43.0
8	Washington/Baltimore, DC/MD/VA/WV	87,478	91,233	-4.12%	7,608	11.5
9	Sacramento/Yolo, CA	81,422	77,705	4.78%	1,797	45.3
10	Denver/Boulder/Greeley, CO	75,563	77,892	-2.99%	2,582	29.3
11	Dallas/Fort Worth, TX	70,712	74,597	-5.21%	5,222	13.5
12	Phoenix/Mesa,AZ	70,480	73,556	-4.18%	3,252	21.7
13	Minneapolis/Saint Paul,MN/WI	59,909	63,927	-6.29%	2,969	20.2
14	Detroit/Ann Arbor/Flint, MI	52,911	56,244	-5.93%	5,456	9.7
15	Boston/Worcester/Lawrence/Lowell/Brockton, MA/NH/ NE	50,478	52,772	-4.35%	5,819	8.7
16	Salt Lake City/Ogden,UT	41,878	39,230	6.75%	1,334	31.4
17	Atlanta,GA	41,218	47,835	-13.83%	4,112	10.0
18	Houston/Galveston/Brazoria, TX	41,093	41,073	0.05%	4,670	8.8
19	Las Vegas,NV/AZ	39,103	39,130	-0.07%	1,563	25.0
20	Philadelphia/Wilmington/Atlantic City, PA/NJ/DE/MD	38,698	42,389	-8.71%	6,188	6.3
21	Saint Louis,MO/IL	28,152	28,833	-2.36%	2,604	10.8
22	Anchorage,AK	23,971	24,710	-2.99%	260	92.1
23	Kansas City,MO/KS	20,414	22,261	-8.29%	1,776	11.5
24	Cleveland/Akron, OH	19,625	21,776	-9.87%	2,946	6.7
25	Cincinnati/Hamilton, OH/KY/IN	18,513	19,605	-5.57%	1,979	9.4
26	Santa Barbara/Santa Maria/Lompoc, CA	17,315	16,906	2.42%	399	43.4
27	Austin/SanMarcos, TX	15,959	16,179	-1.36%	1,250	12.8
28	Miami/Fort Lauderdale, FL	15,662	16,334	-4.12%	3,876	4.0
29	Stockton-Lodi,CA	15,125	14,646	3.27%	564	26.8
30	Tucson,AZ	15,122	15,206	-0.55%	844	17.9
31	Milwaukee/Racine, WI	14,910	17,594	-15.25%	1,690	8.8
32	Indianapolis,IN	14,806	15,005	-1.33%	1,608	9.2
33	Fresno,CA	14,483	15,763	-8.12%	923	15.7
34	Tampa/Saint Petersburg/Clearwater,FL	14,219	15,174	-6.30%	2,396	5.9
35	Spokane,WA	13,458	13,030	3.28%	418	32.2
36	Salinas,CA	12,906	13,183	-2.10%	402	32.1
37	Pittsburgh,PA	12,506	15,445	-19.03%	2,359	5.3
38	Norfolk/Virginia Beach/Newport News,VA/NC	12,390	12,770	-2.98%	1,570	7.9
39	Provo/Orem,UT	12,177	9,344	30.31%	369	33.0
40	Reno,NV	12,169	12,830	-5.15%	339	35.9
41	Columbus,OH	11,904	12,691	-6.20%	1,540	7.7
42	San Antonio,TX	11,773	12,823	-8.19%	1,592	7.4
43	Orlando,FL	11,620	11,746	-1.07%	1,645	7.1
44	Colorado Springs,CO	10,863	11,256	-3.50%	517	21.0
45	Boise City,ID	10,757	10,333	4.10%	432	24.9
46	San Luis/Obispo/Atascadero/Paso Robles,CA	10,339	9,720	6.37%	247	41.9
47	Modesto,CA	10,189	10,295	-1.03%	447	22.8
48	Albuquerque,NM	10,046	11,673	-13.94%	713	14.1
49	Eugene/Springfield,OR	9,993	11,179	-10.61%	323	30.9
50	Bakersfield,CA	9,639	9,549	0.94%	662	14.6
51	Raleigh/Durham/Chapel Hill,NC	9,134	10,696	-14.60%	1,188	7.7
52	Charlotte/Gastonia/Rock Hill,NC/SC	9,075	9,790	-7.30%	1,499	6.1
53	Nashville,TN	8,959	9,655	-7.22%	1,231	7.3
54	Grand Rapids/Muskegon/Holland,MI	8,816	8,618	2.30%	1,089	8.1
55	Oklahoma City,OK	7,839	8,305	-5.61%	1,083	7.2
56	Hartford,CT	7,821	7,744	1.00%	1,183	6.6
57	Tulsa,OK	7,333	8,065	-9.09%	803	9.1
58	Omaha,NE/IA	7,051	7,709	-8.54%	717	9.8
59	Bellingham,WA	6,364	6,298	1.05%	167	38.2

Source: DBEDT and U.S. Bureau of the Census

TABLE 18: 2001 Japan MMA Visitor Characteristics

JAPAN	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
Total Visitor Days	9,201,668	10,097,846	-8.9%	166,779	256,655	-35.0%	9,034,889	9,841,191	-8.2%
Total Visitors	1,528,564	1,817,643	-15.9%	22,371	34,141	-34.5%	1,506,193	1,783,502	-15.5%
PARTY SIZE									
One	161,470	155,403	3.9%	6,562	9,783	-32.9%	154,908	145,620	6.4%
Two	451,588	589,006	-23.3%	8,042	13,144	-38.8%	443,546	575,862	-23.0%
Three or more	915,506	1,073,234	-14.7%	7,767	11,214	-30.7%	907,739	1,062,020	-14.5%
Avg Party Size	2.69	2.74	-2.0%	1.79	1.78	0.6%	2.70	2.76	-2.2%
VISIT STATUS									
First-Time	741,248	952,005	-22.1%	7,277	12,173	-40.2%	733,970	939,832	-21.9%
Repeat	787,316	865,638	-9.0%	15,094	21,968	-31.3%	772,222	843,670	-8.5%
Average # of Trips	2.90	2.59	11.8%	5.09	4.55	11.7%	2.87	2.56	12.2%
TRAVEL METHOD									
Group Tour	668,106	1,255,509	-46.8%	4,351	7,127	-38.9%	663,754	1,248,382	-46.8%
Package	1,317,207	1,597,908	-17.6%	6,574	11,140	-41.0%	1,310,633	1,586,768	-17.4%
Group Tour & Pkg	636,047	1,218,726	-47.8%	3,197	5,238	-39.0%	632,850	1,213,488	-47.8%
True Independent	179,298	182,952	-2.0%	14,643	21,112	-30.6%	164,655	161,840	1.7%
ISLANDS VISITED									
Oahu	1,465,731	1,720,362	-14.8%	19,481	29,242	-33.4%	1,446,249	1,691,121	-14.5%
Maui County	236,018	274,476	-14.0%	3,165	5,201	-39.2%	232,853	269,275	-13.5%
...Maui	228,910	270,831	-15.5%	3,065	4,961	-38.2%	225,845	265,871	-15.1%
...Molokai	12,771	3,980	220.9%	97	231	-57.9%	12,674	3,750	238.0%
...Lanai	5,140	3,352	53.4%	87	269	-67.7%	5,053	3,082	63.9%
Kauai	122,396	122,045	0.3%	1,322	2,310	-42.8%	121,074	119,735	1.1%
Big Island	230,398	246,637	-6.6%	2,162	3,348	-35.4%	228,237	243,289	-6.2%
...Hilo	67,532	61,320	10.1%	642	1,005	-36.0%	66,890	60,315	10.9%
...Kona	203,433	212,865	-4.4%	1,774	2,783	-36.2%	201,658	210,082	-4.0%
LENGTH OF STAY									
Oahu (days)	5.22	4.92	6.1%	6.32	6.13	3.1%	5.21	4.90	6.3%
Maui (days)	2.63	2.52	4.6%	5.82	6.84	-14.9%	2.59	2.44	6.3%
Molokai (days)	1.83	1.84	-0.5%	3.74	9.59	-61.0%	1.82	1.37	33.1%
Lanai (days)	1.68	2.47	-31.9%	6.85	6.85	0.0%	1.59	2.09	-23.6%
Kauai (days)	1.89	1.67	12.7%	5.48	7.19	-23.8%	1.85	1.57	17.8%
Big Island (days)	2.95	2.96	-0.3%	8.12	6.79	19.7%	2.90	2.91	-0.1%
...Hilo (days)	2.05	1.93	5.8%	7.28	6.41	13.5%	2.00	1.86	7.4%
...Kona (days)	2.66	2.87	-7.2%	7.26	5.85	24.1%	2.62	2.83	-7.4%
Statewide (days)	6.02	5.56	8.4%	7.46	7.52	-0.8%	6.00	5.52	8.7%
ACCOMMODATIONS									
Hotel	1,388,703	1,673,260	-17.0%	16,565	25,366	-34.7%	1,372,139	1,647,894	-16.7%
...Hotel Only	1,358,158	1,639,551	-17.2%	15,739	24,336	-35.3%	1,342,419	1,615,215	-16.9%
Condo	132,518	140,957	-6.0%	2,905	4,465	-34.9%	129,613	136,492	-5.0%
...Condo Only	114,391	116,944	-2.2%	2,474	3,764	-34.3%	111,917	113,180	-1.1%
Timeshare	4,129	931	343.5%	337	626	-46.1%	3,791	305	1141.4%
...Timeshare Only	1,411	703	100.6%	244	529	-53.9%	1,166	174	571.1%
Apartment	999	3,466	-71.2%	314	424	-25.8%	684	3,042	-77.5%
Bed & Breakfast	2,402	3,951	-39.2%	183	277	-34.1%	2,219	3,674	-39.6%
Cruise Ship	1,052	5,469	-80.8%	179	136	31.7%	873	5,333	-83.6%
Friends or Relatives	21,348	8,599	148.3%	1,952	2,690	-27.4%	19,396	5,909	228.2%
PURPOSE OF TRIP									
Pleasure (Net)	1,350,028	1,685,394	-19.9%	18,099	27,387	-33.9%	1,331,929	1,658,007	-19.7%
...Honeymoon	224,624	328,050	-31.5%	2,532	4,006	-36.8%	222,092	324,044	-31.5%
MC&I (Net)	46,057	59,825	-23.0%	1,256	2,135	-41.2%	44,801	57,690	-22.3%
....Convention/Conf.	18,501	23,869	-22.5%	661	1,090	-39.4%	17,840	22,779	-21.7%
....Corp. Meetings	7,660	9,114	-15.9%	472	735	-35.8%	7,188	8,379	-14.2%
....Incentive	21,325	27,816	-23.3%	127	324	-60.8%	21,198	27,492	-22.9%
Other Business	16,428	7,367	123.0%	851	1,356	-37.2%	15,576	6,011	159.1%
Visit Friends/Relatives	19,569	23,990	-18.4%	1,760	2,590	-32.1%	17,809	21,400	-16.8%
Government/Military	5,272	1,242	324.4%	374	433	-13.6%	4,898	809	505.2%
Attend School	5,641	1,554	263.1%	136	158	-14.2%	5,506	1,396	294.4%
EXPENDITURES									
Total Expenditures (\$ mil.)	2,219.2	2,370.4	-6.4%	NA	NA	NA	NA	NA	NA
Per Person Per Day (\$)	241.2	234.7	2.7%	NA	NA	NA	NA	NA	NA
Per Person Per Trip (\$)	1,451.8	1,304.1	11.3%	NA	NA	NA	NA	NA	NA

NA: Not available

Source: DBEDT

TABLE 19: 2001 International Japanese Visitor Characteristics by Region

JAPAN BY REGION		CHUBU	KINKI	TOHOKU	KANTO	CHUGOKU	SHIKOKU	KYUSHU	HOKKAIDO	OKINAWA	UNSPECIFIED
Visitor Counts		226,798	279,076	34,647	426,390	49,611	31,992	66,524	61,716	4,399	325,040
PARTY SIZE											
One		27,766	24,731	3,390	44,079	5,034	2,682	7,086	6,293	470	33,376
Two		66,442	80,972	12,934	121,040	15,498	10,482	22,646	19,410	906	93,216
Three or more		132,590	173,373	18,323	261,271	29,079	18,828	36,792	36,013	3,023	198,448
Avg Party Size		2.60	2.77	2.62	2.70	2.75	2.73	2.59	2.63	2.94	2.74
VISIT STATUS											
First-Time		121,888	134,308	21,444	166,262	28,318	19,016	39,606	30,823	2,929	169,376
Repeat		104,910	144,768	13,203	260,128	21,293	12,976	26,918	30,893	1,470	155,664
Average # of Trips		2.65	2.84	2.11	3.46	2.27	2.25	2.41	2.62	1.94	2.65
TRAVEL METHOD											
Group Tour		97,027	120,014	17,222	175,390	28,194	13,847	31,289	28,143	1,912	150,717
Package		206,174	245,978	30,518	354,500	45,963	29,359	60,713	54,070	3,651	279,707
Group Tour & Pkg		93,000	114,877	15,677	168,037	27,421	13,443	29,831	26,190	1,804	142,569
True Independent		16,598	27,962	2,585	64,536	2,875	2,229	4,353	5,694	640	37,184
ISLANDS VISITED											
Oahu		221,332	272,683	33,661	402,639	48,691	31,358	64,941	58,939	4,292	307,714
Maui County		33,306	45,701	5,232	60,602	8,829	7,523	10,909	8,577	949	51,226
...Maui		32,231	43,986	5,181	59,496	8,683	7,082	10,729	8,463	949	49,045
...Molokai		1,433	1,776	223	1,477	142	532	171	535	83	6,301
...Lanai		473	927	113	1,177	277	21	58	102	41	1,864
Kauai		17,063	24,046	2,290	35,417	3,325	3,026	3,751	4,444	204	27,507
Big Island		33,458	37,900	5,506	74,599	6,893	3,903	8,277	7,447	660	49,593
...Hilo		13,845	10,146	1,561	16,763	2,738	1,618	2,146	3,369	46	14,658
...Kona		29,663	33,660	4,771	67,020	6,181	2,713	7,787	6,221	645	42,998
LENGTH OF STAY											
Oahu (days)		5.18	5.39	5.20	5.64	5.14	5.40	5.45	5.37	5.76	4.42
Maui (days)		2.48	2.83	2.05	3.03	2.28	3.78	2.20	4.03	1.89	5.47
Molokai (days)		1.60	2.42	1.00	2.08	2.00	5.37	1.87	1.17	1.50	3.17
Lanai (days)		1.62	2.27	1.98	1.62	1.99	2.00	2.71	2.32	2.00	1.07
Kauai (days)		1.50	1.54	1.54	1.92	1.77	1.31	1.38	1.82	1.35	2.40
Big Island (days)		2.64	2.85	2.65	3.59	2.54	2.09	2.70	2.78	2.51	2.29
...Hilo (days)		1.76	2.10	1.71	2.39	1.56	1.51	1.70	1.24	1.67	2.08
...Kona (days)		2.16	2.57	2.50	3.40	2.14	2.10	2.40	2.65	2.45	1.93
Statewide (days)		5.52	5.85	5.50	6.17	5.52	6.14	5.74	5.83	6.07	6.42
ACCOMMODATIONS											
Hotel		214,510	258,803	32,284	374,064	47,791	30,713	61,413	55,912	3,705	292,944
...Hotel Only		212,402	254,273	31,917	363,128	46,497	30,132	60,345	54,113	3,619	285,994
Condo		11,163	20,181	1,997	49,185	2,553	1,413	4,951	6,243	298	31,629
...Condo Only		9,942	17,192	1,734	42,823	1,564	971	4,675	5,102	276	27,639
Timeshare		446	525	0	913	0	0	0	932	0	976
...Timeshare Only		180	438	0	253	0	0	0	52	0	243
Apartment		48	0	0	42	0	0	207	0	0	387
Bed & Breakfast		132	179	0	1,230	60	45	40	17	21	495
Cruise Ship		63	0	0	21	0	0	50	446	0	293
Friends or Relatives		1,729	2,526	352	8,554	320	257	578	242	420	4,419
PURPOSE OF TRIP											
Pleasure (Net)		206,412	250,461	29,771	376,752	43,827	27,874	59,093	54,921	3,872	278,945
...Honeymoon		32,128	39,172	7,690	49,218	10,662	6,872	13,948	7,838	526	54,039
MC&I (Net)		5,126	5,689	2,232	12,352	1,876	1,299	1,336	1,844	101	12,946
....Convention/Conf.		1,673	2,542	342	5,123	1,272	113	243	731	31	5,769
....Corp. Meetings		460	456	1,118	2,141	202	249	597	9	0	1,956
....Incentive		3,015	2,911	798	5,268	401	937	496	1,103	71	6,197
Other Business		1,435	2,706	260	4,285	330	188	737	550	0	5,086
Visit Friends/Relatives		1,643	2,876	132	6,186	349	266	661	758	119	4,820
Government/Military		617	661	28	1,686	309	0	67	42	0	1,488
Attend School		607	905	191	1,863	50	31	56	463	22	1,318

Source: DBEDT

TABLE 20: Canada MMA Visitor Characteristics: 2001 vs. 2000

CANADA	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
Total Visitor Days	2,638,548	3,081,556	-14.4%	575,666	533,113	8.0%	2,062,882	2,548,443	-19.1%
Total Visitors	216,948	251,843	-13.9%	43,905	41,039	7.0%	173,043	210,804	-17.9%
PARTY SIZE									
One	43,655	47,820	-8.7%	10,576	9,785	8.1%	33,079	38,035	-13.0%
Two	110,318	131,192	-15.9%	22,318	21,292	4.8%	88,000	109,900	-19.9%
Three or more	62,975	72,831	-13.5%	11,011	9,962	10.5%	51,964	62,869	-17.3%
Avg Party Size	1.89	1.91	-0.8%	1.79	1.78	0.1%	1.92	1.93	-0.7%
VISIT STATUS									
First-Time	88,569	107,045	-17.3%	18,886	18,310	3.1%	69,683	88,735	-21.5%
Repeat	128,379	144,798	-11.3%	25,019	22,729	10.1%	103,360	122,069	-15.3%
Average # of Trips	4.23	4.23	0.1%	4.08	4.06	0.6%	4.27	4.26	0.2%
TRAVEL METHOD									
Group Tour	21,078	27,249	-22.6%	4,897	5,247	-6.7%	16,181	22,002	-26.5%
Package	63,641	78,283	-18.7%	12,708	12,850	-1.1%	50,933	65,433	-22.2%
Group Tour & Pkg	17,546	21,691	-19.1%	4,044	4,211	-4.0%	13,502	17,480	-22.8%
True Independent	149,775	168,001	-10.8%	30,344	27,153	11.8%	119,431	140,848	-15.2%
ISLANDS VISITED									
Oahu	122,736	137,911	-11.0%	24,115	24,527	-1.7%	98,621	113,384	-13.0%
Maui County	105,476	125,978	-16.3%	19,565	17,296	13.1%	85,910	108,682	-21.0%
...Maui	102,888	122,375	-15.9%	19,008	16,637	14.3%	83,880	105,738	-20.7%
...Molokai	3,018	4,143	-27.2%	614	751	-18.3%	2,404	3,392	-29.1%
...Lanai	5,325	6,886	-22.7%	1,100	1,218	-9.7%	4,225	5,668	-25.5%
Kauai	31,073	35,577	-12.7%	7,379	6,929	6.5%	23,694	28,649	-17.3%
Big Island	38,547	39,653	-2.8%	9,432	8,484	11.2%	29,115	31,168	-6.6%
...Hilo	12,052	11,703	3.0%	3,052	2,495	22.3%	9,000	9,208	-2.3%
...Kona	33,946	34,768	-2.4%	8,337	7,408	12.5%	25,610	27,359	-6.4%
LENGTH OF STAY									
Oahu (days)	9.20	9.70	-5.2%	9.93	9.59	3.5%	9.02	9.73	-7.3%
Maui (days)	9.21	9.19	0.2%	9.39	9.00	4.3%	9.17	9.22	-0.6%
Molokai (days)	5.91	5.80	1.8%	10.34	11.52	-10.3%	4.78	4.54	5.4%
Lanai (days)	5.90	5.49	7.4%	10.41	9.11	14.3%	4.72	4.71	0.3%
Kauai (days)	6.91	7.05	-2.0%	7.31	7.50	-2.5%	6.79	6.94	-2.2%
Big Island (days)	7.73	7.71	0.2%	9.13	9.02	1.2%	7.27	7.35	-1.1%
...Hilo (days)	4.71	4.69	0.3%	5.98	6.10	-2.0%	4.27	4.31	-0.8%
...Kona (days)	7.10	7.21	-1.5%	8.14	8.28	-1.7%	6.76	6.92	-2.3%
Statewide (days)	12.16	12.24	-0.6%	13.11	12.99	0.9%	11.92	12.09	-1.4%
ACCOMMODATIONS									
Hotel	124,869	150,608	-17.1%	25,515	25,048	1.9%	99,354	125,560	-20.9%
...Hotel Only	107,106	130,985	-18.2%	22,387	22,435	-0.2%	84,719	108,550	-22.0%
Condo	61,204	70,710	-13.4%	10,091	8,948	12.8%	51,114	61,762	-17.2%
...Condo Only	49,792	57,605	-13.6%	8,536	7,450	14.6%	41,256	50,155	-17.7%
Timeshare	15,432	12,450	23.9%	3,167	2,507	26.3%	12,265	9,943	23.3%
...Timeshare Only	11,204	8,329	34.5%	2,529	1,875	34.9%	8,675	6,454	34.4%
Apartment	4,233	4,451	-4.9%	790	718	10.1%	3,443	3,733	-7.8%
Bed & Breakfast	3,551	2,890	22.9%	774	915	-15.4%	2,777	1,975	40.6%
Cruise Ship	4,769	14,588	-67.3%	1,532	855	79.2%	3,237	13,733	-76.4%
Friends or Relatives	15,770	17,657	-10.7%	3,783	3,514	7.7%	11,987	14,143	-15.2%
PURPOSE OF TRIP									
Pleasure (Net)	174,403	202,990	-14.1%	33,434	31,271	6.9%	140,968	171,719	-17.9%
...Honeymoon	10,016	14,360	-30.2%	2,418	2,619	-7.7%	7,598	11,741	-35.3%
MC&I (Net)	25,225	32,330	-22.0%	6,398	6,164	3.8%	18,826	26,166	-28.0%
....Convention/Conf.	17,706	20,604	-14.1%	4,585	3,883	18.1%	13,121	16,721	-21.5%
....Corp. Meetings	5,114	6,185	-17.3%	1,121	1,238	-9.4%	3,993	4,947	-19.3%
....Incentive	2,820	6,167	-54.3%	771	1,150	-32.9%	2,049	5,017	-59.2%
Other Business	4,950	5,976	-17.2%	1,277	1,372	-6.9%	3,673	4,604	-20.2%
Visit Friends/Relatives	11,194	13,091	-14.5%	2,735	2,653	3.1%	8,459	10,438	-19.0%
Government/Military	1,245	1,262	-1.3%	329	355	-7.4%	917	907	1.1%
Attend School	712	656	8.5%	164	153	7.1%	548	503	9.0%
EXPENDITURES									
Total Expenditures (\$ mil.)	400.7	451.5	-11.2%	NA	NA	NA	NA	NA	NA
Per Person Per Day (\$)	151.9	146.5	3.7%	NA	NA	NA	NA	NA	NA
Per Person Per Trip (\$)	1,847.1	1,792.6	3.0%	NA	NA	NA	NA	NA	NA

NA: Not available

Source: DBEDT

TABLE 21: Europe MMA Visitor Characteristics: 2001 vs. 2000

EUROPE	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
Total Visitor Days	1,521,623	1,996,697	-23.8%	1,316,104	1,732,655	-24.0%	205,519	264,042	-22.2%
Total Visitors	126,020	166,974	-24.5%	104,229	139,337	-25.2%	21,791	27,637	-21.2%
PARTY SIZE									
One	34,939	45,444	-23.1%	28,462	38,489	-26.1%	6,477	6,955	-6.9%
Two	66,288	88,134	-24.8%	53,788	72,448	-25.8%	12,500	15,686	-20.3%
Three or more	24,793	33,396	-25.8%	21,979	28,400	-22.6%	2,815	4,996	-43.7%
Avg Party Size	1.69	1.70	-0.5%	1.70	1.70	0.6%	1.61	1.71	-5.6%
VISIT STATUS									
First-Time	75,714	97,166	-22.1%	58,235	76,829	-24.2%	17,479	20,337	-14.1%
Repeat	50,307	69,808	-27.9%	45,994	62,508	-26.4%	4,312	7,300	-40.9%
Average # of Trips	3.11	3.00	3.7%	3.44	3.30	4.2%	1.56	1.51	3.3%
TRAVEL METHOD									
Group Tour	14,092	20,399	-30.9%	12,568	18,718	-32.9%	1,524	1,681	-9.3%
Package	51,980	68,310	-23.9%	42,452	57,918	-26.7%	9,528	10,392	-8.3%
Group Tour & Pkg	10,944	15,061	-27.3%	9,494	13,854	-31.5%	1,450	1,207	20.2%
True Independent	70,893	93,325	-24.0%	58,703	76,555	-23.3%	12,190	16,771	-27.3%
ISLANDS VISITED									
Oahu	89,568	121,475	-26.3%	71,582	97,736	-26.8%	17,986	23,739	-24.2%
Maui County	38,110	56,925	-33.1%	33,632	50,831	-33.8%	4,478	6,095	-26.5%
...Maui	36,976	55,560	-33.4%	32,766	49,479	-33.8%	4,210	6,081	-30.8%
...Molokai	1,557	2,365	-34.1%	1,299	2,135	-39.2%	259	230	12.3%
...Lanai	1,518	2,336	-35.0%	1,361	2,055	-33.8%	157	281	-44.2%
Kauai	18,608	28,715	-35.2%	17,311	25,187	-31.3%	1,297	3,527	-63.2%
Big Island	25,196	35,846	-29.7%	20,929	30,632	-31.7%	4,267	5,214	-18.2%
...Hilo	8,992	13,029	-31.0%	6,691	10,184	-34.3%	2,301	2,845	-19.1%
...Kona	21,110	29,839	-29.3%	17,870	25,870	-30.9%	3,241	3,968	-18.3%
LENGTH OF STAY									
Oahu (days)	9.73	8.82	10.3%	10.22	9.25	10.5%	7.76	7.05	10.0%
Maui (days)	8.54	7.98	7.0%	8.50	8.18	3.9%	8.82	6.30	39.9%
Molokai (days)	5.48	5.57	-1.6%	6.09	5.76	5.7%	2.42	3.79	-36.1%
Lanai (days)	6.36	6.35	0.1%	6.98	6.26	11.5%	0.95	6.98	-86.4%
Kauai (days)	6.79	6.31	7.6%	6.93	6.42	8.0%	4.85	5.52	-12.2%
Big Island (days)	7.54	7.62	-1.0%	8.04	7.74	3.9%	5.10	6.90	-26.0%
...Hilo (days)	5.14	5.05	1.9%	5.58	5.34	4.5%	3.86	4.00	-3.4%
...Kona (days)	6.82	6.95	-1.9%	7.33	7.06	3.8%	3.98	6.20	-35.8%
Statewide (days)	12.07	11.96	1.0%	12.63	12.44	1.5%	9.43	9.55	-1.3%
ACCOMMODATIONS									
Hotel	87,093	116,680	-25.4%	71,115	97,936	-27.4%	15,979	18,745	-14.8%
...Hotel Only	80,166	107,638	-25.5%	65,508	90,450	-27.6%	14,658	17,188	-14.7%
Condo	11,436	14,446	-20.8%	9,761	13,589	-28.2%	1,675	857	95.5%
...Condo Only	8,664	11,729	-26.1%	7,442	11,290	-34.1%	1,222	439	178.4%
Timeshare	3,817	4,455	-14.3%	3,453	3,709	-6.9%	364	746	-51.3%
...Timeshare Only	2,909	3,440	-15.5%	2,773	2,736	1.3%	136	704	-80.7%
Apartment	5,752	7,859	-26.8%	5,211	6,632	-21.4%	541	1,227	-55.9%
Bed & Breakfast	3,494	5,131	-31.9%	3,017	4,201	-28.2%	477	930	-48.7%
Cruise Ship	2,192	1,678	30.7%	2,103	1,525	37.8%	90	152	-41.2%
Friends or Relatives	12,059	14,144	-14.7%	11,026	13,000	-15.2%	1,033	1,143	-9.7%
PURPOSE OF TRIP									
Pleasure (Net)	102,022	135,465	-24.7%	82,261	110,210	-25.4%	19,761	25,255	-21.8%
...Honeymoon	9,320	12,218	-23.7%	8,387	10,808	-22.4%	934	1,410	-33.8%
MC&I (Net)	9,931	15,084	-34.2%	9,056	14,246	-36.4%	875	838	4.4%
....Convention/Conf.	6,258	9,766	-35.9%	5,467	9,421	-42.0%	790	345	129.1%
....Corp. Meetings	2,091	3,050	-31.5%	2,061	2,700	-23.7%	30	350	-91.6%
....Incentive	1,712	2,404	-28.8%	1,657	2,261	-26.7%	55	143	-61.7%
Other Business	3,787	4,267	-11.2%	3,536	4,185	-15.5%	251	82	208.1%
Visit Friends/Relatives	8,629	10,401	-17.0%	7,925	9,514	-16.7%	704	888	-20.7%
Government/Military	1,058	1,130	-6.4%	1,058	1,006	5.2%	0	124	-100.0%
Attend School	682	740	-7.8%	602	636	-5.4%	80	104	-22.4%
EXPENDITURES									
Total Expenditures (\$ mil.)	243.9	263.8	-7.6%	NA	NA	NA	NA	NA	NA
Per Person Per Day (\$)	160.3	132.1	21.3%	NA	NA	NA	NA	NA	NA
Per Person Per Trip (\$)	1,935.2	1,580.1	22.5%	NA	NA	NA	NA	NA	NA

NA: Not available

Source: DBEDT

TABLE 22: Oceania MMA Visitor Characteristics: 2001 vs. 2000

OCEANIA	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
Total Visitor Days	681,446	773,573	-11.9%	136,424	218,451	-37.5%	545,022	555,122	-1.8%
Total Visitors	81,158	95,974	-15.4%	20,829	32,615	-36.1%	60,329	63,359	-4.8%
PARTY SIZE									
One	20,279	20,180	0.5%	5,461	7,867	-30.6%	14,818	12,313	20.3%
Two	40,166	46,938	-14.4%	8,962	13,416	-33.2%	31,204	33,522	-6.9%
Three or more	20,714	28,856	-28.2%	6,406	11,332	-43.5%	14,308	17,524	-18.4%
Avg Party Size	1.80	1.88	-4.1%	1.88	1.88	0.0%	1.78	1.88	-5.6%
VISIT STATUS									
First-Time	44,035	49,993	-11.9%	9,999	15,836	-36.9%	34,036	34,157	-0.4%
Repeat	37,124	45,981	-19.3%	10,830	16,779	-35.5%	26,293	29,202	-10.0%
Average # of Trips	2.75	2.74	0.3%	3.29	3.29	0.1%	2.56	2.45	4.3%
TRAVEL METHOD									
Group Tour	5,165	6,156	-16.1%	964	1,716	-43.8%	4,202	4,440	-5.4%
Package	45,465	57,668	-21.2%	9,729	16,208	-40.0%	35,736	41,460	-13.8%
Group Tour & Pkg	4,420	5,228	-15.5%	745	1,206	-38.3%	3,675	4,022	-8.6%
True Independent	34,948	37,378	-6.5%	10,881	15,897	-31.6%	24,067	21,481	12.0%
ISLANDS VISITED									
Oahu	71,530	86,920	-17.7%	18,884	29,614	-36.2%	52,646	57,306	-8.1%
Maui County	13,091	14,643	-10.6%	2,449	4,302	-43.1%	10,642	10,342	2.9%
...Maui	12,953	14,421	-10.2%	2,378	4,183	-43.2%	10,575	10,238	3.3%
...Molokai	210	450	-53.4%	80	182	-56.0%	129	268	-51.6%
...Lanai	512	378	35.5%	98	218	-55.3%	414	159	160.1%
Kauai	5,778	6,793	-14.9%	1,208	1,723	-29.9%	4,570	5,070	-9.9%
Big Island	11,082	10,510	5.4%	1,510	2,331	-35.2%	9,572	8,179	17.0%
...Hilo	3,611	3,418	5.6%	466	597	-21.9%	3,145	2,821	11.5%
...Kona	9,543	8,851	7.8%	1,266	2,083	-39.2%	8,277	6,769	22.3%
LENGTH OF STAY									
Oahu (days)	6.72	6.81	-1.2%	5.69	5.71	-0.3%	7.09	7.38	-3.8%
Maui (days)	7.23	5.78	25.1%	5.17	5.78	-10.6%	7.70	5.79	33.0%
Molokai (days)	4.08	5.43	-24.9%	6.16	9.43	-34.6%	2.80	2.72	2.9%
Lanai (days)	4.48	3.70	20.9%	2.98	5.24	-43.2%	4.83	1.59	203.8%
Kauai (days)	5.26	5.35	-1.5%	5.97	5.61	6.4%	5.08	5.26	-3.4%
Big Island (days)	6.60	5.53	19.5%	5.70	5.39	5.7%	6.74	5.57	21.2%
...Hilo (days)	5.94	3.30	80.0%	3.66	3.32	10.4%	6.27	3.30	90.4%
...Kona (days)	5.42	5.29	2.5%	5.45	5.08	7.3%	5.42	5.35	1.2%
Statewide (days)	8.40	8.06	4.2%	6.55	6.70	-2.2%	9.03	8.76	3.1%
ACCOMMODATIONS									
Hotel	65,342	79,748	-18.1%	15,994	25,687	-37.7%	49,348	54,061	-8.7%
...Hotel Only	59,758	75,058	-20.4%	15,399	24,671	-37.6%	44,358	50,387	-12.0%
Condo	4,409	4,336	1.7%	1,004	1,512	-33.6%	3,405	2,824	20.6%
...Condo Only	2,453	2,767	-11.4%	824	1,255	-34.4%	1,629	1,512	7.8%
Timeshare	2,219	2,644	-16.1%	569	681	-16.4%	1,650	1,963	-16.0%
...Timeshare Only	1,573	1,776	-11.4%	488	540	-9.6%	1,086	1,237	-12.2%
Apartment	3,661	4,052	-9.7%	809	1,277	-36.7%	2,852	2,775	2.8%
Bed & Breakfast	843	764	10.4%	229	312	-26.6%	614	452	35.9%
Cruise Ship	701	286	144.8%	260	249	4.2%	441	37	1096.8%
Friends or Relatives	5,588	4,960	12.7%	1,617	2,485	-34.9%	3,972	2,475	60.5%
PURPOSE OF TRIP									
Pleasure (Net)	68,774	84,122	-18.2%	17,873	28,237	-36.7%	50,901	55,885	-8.9%
...Honeymoon	3,382	5,182	-34.7%	906	1,500	-39.6%	2,476	3,682	-32.8%
MC&I (Net)	3,657	4,691	-22.0%	867	1,360	-36.2%	2,790	3,331	-16.2%
....Convention/Conf.	2,387	3,691	-35.3%	579	930	-37.8%	1,808	2,761	-34.5%
....Corp. Meetings	430	439	-1.9%	186	287	-35.0%	244	152	60.6%
....Incentive	902	569	58.6%	105	144	-26.8%	797	425	87.5%
Other Business	1,697	1,614	5.1%	652	823	-20.8%	1,044	790	32.1%
Visit Friends/Relatives	4,557	4,315	5.6%	1,107	1,767	-37.3%	3,450	2,548	35.4%
Government/Military	613	463	32.6%	251	378	-33.7%	362	84	330.0%
Attend School	138	113	22.2%	55	45	23.0%	83	68	21.7%
EXPENDITURES									
Total Expenditures (\$ mil.)	115.2	132.3	-12.9%	NA	NA	NA	NA	NA	NA
Per Person Per Day (\$)	169.1	171.0	-1.1%	NA	NA	NA	NA	NA	NA
Per Person Per Trip (\$)	1,419.9	1,378.3	3.0%	NA	NA	NA	NA	NA	NA

NA: Not available

Source: DBEDT

TABLE 23: Other Asia MMA Visitor Characteristics: 2001 vs. 2000

OTHER ASIA	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
Total Visitor Days	771,288	988,880	-22.0%	218,919	285,432	-23.3%	552,370	703,448	-21.5%
Total Visitors	101,870	152,543	-33.2%	30,776	44,787	-31.3%	71,094	107,756	-34.0%
PARTY SIZE									
One	23,948	24,171	-0.9%	8,728	10,882	-19.8%	15,220	13,289	14.5%
Two	26,656	40,216	-33.7%	5,240	9,542	-45.1%	21,416	30,674	-30.2%
Three or more	51,266	88,156	-41.8%	16,808	24,363	-31.0%	34,458	63,793	-46.0%
Avg Party Size	2.14	2.57	-16.8%	2.10	2.20	-4.6%	2.15	2.72	-20.9%
VISIT STATUS									
First-Time	69,662	110,030	-36.7%	18,398	26,845	-31.5%	51,263	83,185	-38.4%
Repeat	32,208	42,513	-24.2%	12,378	17,942	-31.0%	19,831	24,571	-19.3%
Average # of Trips	2.27	2.28	-0.5%	3.07	3.15	-2.4%	1.93	1.92	0.1%
TRAVEL METHOD									
Group Tour	45,272	82,352	-45.0%	10,705	16,432	-34.9%	34,566	65,920	-47.6%
Package	57,959	100,382	-42.3%	13,544	21,092	-35.8%	44,416	79,290	-44.0%
Group Tour & Pkg	40,256	76,197	-47.2%	8,173	12,804	-36.2%	32,083	63,394	-49.4%
True Independent	38,895	46,007	-15.5%	14,700	20,067	-26.7%	24,195	25,940	-6.7%
ISLANDS VISITED									
Oahu	92,207	138,816	-33.6%	27,711	39,720	-30.2%	64,496	99,096	-34.9%
Maui County	19,659	30,518	-35.6%	4,473	7,254	-38.3%	15,186	23,264	-34.7%
...Maui	19,104	29,701	-35.7%	4,316	6,846	-37.0%	14,788	22,855	-35.3%
...Molokai	740	1,312	-43.6%	297	477	-37.7%	443	835	-47.0%
...Lanai	552	921	-40.0%	294	424	-30.7%	258	497	-48.0%
Kauai	4,601	9,083	-49.3%	2,447	3,433	-28.7%	2,154	5,650	-61.9%
Big Island	16,109	25,941	-37.9%	3,323	4,681	-29.0%	12,786	21,260	-39.9%
...Hilo	5,713	11,132	-48.7%	1,253	1,707	-26.6%	4,460	9,425	-52.7%
...Kona	12,316	20,222	-39.1%	2,678	3,616	-25.9%	9,638	16,607	-42.0%
LENGTH OF STAY									
Oahu (days)	6.34	5.52	14.8%	5.85	5.15	13.5%	6.56	5.67	15.6%
Maui (days)	3.89	3.10	25.3%	5.29	4.58	15.6%	3.48	2.66	30.7%
Molokai (days)	1.82	2.75	-34.0%	2.09	4.38	-52.4%	1.64	1.82	-10.3%
Lanai (days)	4.02	3.03	32.4%	4.27	4.05	5.2%	3.74	2.17	72.5%
Kauai (days)	5.49	3.70	48.4%	6.08	5.74	6.0%	4.81	2.45	95.9%
Big Island (days)	5.16	3.46	49.2%	5.19	5.55	-6.5%	5.16	3.00	71.8%
...Hilo (days)	3.36	2.30	46.3%	3.16	3.88	-18.7%	3.42	2.01	70.0%
...Kona (days)	5.20	3.18	63.6%	4.96	5.35	-7.3%	5.26	2.70	94.7%
Statewide (days)	7.57	6.48	16.8%	7.11	6.37	11.6%	7.77	6.53	19.0%
ACCOMMODATIONS									
Hotel	82,285	124,583	-34.0%	23,984	35,620	-32.7%	58,301	88,963	-34.5%
...Hotel Only	78,082	119,093	-34.4%	22,925	34,181	-32.9%	55,157	84,911	-35.0%
Condo	5,539	6,577	-15.8%	2,135	2,927	-27.1%	3,404	3,650	-6.7%
...Condo Only	3,858	4,752	-18.8%	1,718	2,487	-30.9%	2,141	2,264	-5.5%
Timeshare	4,254	11,167	-61.9%	591	1,208	-51.1%	3,663	9,958	-63.2%
...Timeshare Only	3,642	10,124	-64.0%	441	888	-50.3%	3,201	9,236	-65.3%
Apartment	1,845	1,895	-2.6%	549	745	-26.3%	1,296	1,150	12.7%
Bed & Breakfast	961	1,536	-37.4%	243	540	-55.0%	718	996	-27.9%
Cruise Ship	4,927	4,508	9.3%	280	337	-16.8%	4,647	4,171	11.4%
Friends or Relatives	3,767	5,062	-25.6%	2,645	3,834	-31.0%	1,121	1,228	-8.6%
PURPOSE OF TRIP									
Pleasure (Net)	69,446	109,277	-36.4%	21,439	31,517	-32.0%	48,007	77,759	-38.3%
...Honeymoon	9,324	18,176	-48.7%	1,596	1,936	-17.6%	7,728	16,240	-52.4%
MC&I (Net)	14,894	20,662	-27.9%	3,187	5,634	-43.4%	11,708	15,028	-22.1%
....Convention/Conf.	6,336	9,763	-35.1%	1,630	2,315	-29.6%	4,706	7,447	-36.8%
....Corp. Meetings	4,768	4,890	-2.5%	651	1,042	-37.5%	4,117	3,848	7.0%
....Incentive	3,812	6,055	-37.0%	914	2,323	-60.6%	2,898	3,733	-22.4%
Other Business	7,875	9,719	-19.0%	3,120	3,852	-19.0%	4,754	5,868	-19.0%
Visit Friends/Relatives	7,304	8,572	-14.8%	2,161	3,127	-30.9%	5,144	5,446	-5.5%
Government/Military	1,490	1,138	31.0%	659	518	27.3%	832	620	34.1%
Attend School	961	988	-2.7%	217	201	8.0%	744	787	-5.4%
EXPENDITURES									
Total Expenditures (\$ mil.)	134.7	192.8	-30.1%	NA	NA	NA	NA	NA	NA
Per Person Per Day (\$)	174.6	194.9	-10.4%	NA	NA	NA	NA	NA	NA
Per Person Per Trip (\$)	1,322.2	1,263.8	4.6%	NA	NA	NA	NA	NA	NA

NA: Not available

Source: DBEDT

TABLE 24: Latin America MMA Visitor Characteristics: 2001 vs. 2000

LATIN AMERICA	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
Total Visitor Days	153,372	178,884	-14.3%	140,311	162,616	-13.7%	13,062	16,267	-19.7%
Total Visitors	14,737	18,150	-18.8%	13,312	16,121	-17.4%	1,425	2,029	-29.8%
PARTY SIZE									
One	3,730	4,693	-20.5%	3,534	4,048	-12.7%	196	645	-69.6%
Two	6,746	8,434	-20.0%	5,814	7,142	-18.6%	932	1,292	-27.9%
Three or more	4,260	5,023	-15.2%	3,964	4,931	-19.6%	296	92	222.8%
Avg Party Size	1.81	1.79	1.1%	1.79	1.82	-1.6%	1.97	1.54	28.0%
VISIT STATUS									
First-Time	9,367	11,710	-20.0%	8,228	10,104	-18.6%	1,140	1,606	-29.0%
Repeat	5,369	6,440	-16.6%	5,084	6,017	-15.5%	285	423	-32.7%
Average # of Trips	2.59	2.51	3.1%	2.62	2.67	-1.6%	2.24	1.25	79.3%
TRAVEL METHOD									
Group Tour	2,167	2,104	3.0%	2,090	1,948	7.3%	77	156	-50.8%
Package	6,210	7,669	-19.0%	5,252	6,564	-20.0%	958	1,105	-13.4%
Group Tour & Pkg	1,646	1,550	6.2%	1,569	1,394	12.5%	77	156	-50.8%
True Independent	8,005	9,927	-19.4%	7,538	9,003	-16.3%	467	924	-49.5%
ISLANDS VISITED									
Oahu	11,706	13,719	-14.7%	10,373	12,188	-14.9%	1,333	1,531	-12.9%
Maui County	5,759	8,487	-32.1%	4,907	7,188	-31.7%	852	1,299	-34.4%
...Maui	5,657	8,397	-32.6%	4,805	7,099	-32.3%	852	1,299	-34.4%
...Molokai	127	232	-45.3%	127	232	-45.3%	0	0	NA
...Lanai	271	218	24.4%	271	218	24.4%	0	0	NA
Kauai	2,021	2,389	-15.4%	1,859	2,078	-10.5%	162	311	-48.0%
Big Island	2,571	3,418	-24.8%	2,294	3,040	-24.5%	278	378	-26.6%
...Hilo	912	1,002	-9.0%	794	920	-13.6%	118	82	43.3%
...Kona	2,138	3,000	-28.7%	1,978	2,622	-24.5%	160	378	-57.8%
LENGTH OF STAY									
Oahu (days)	8.03	7.25	10.8%	8.23	7.52	9.6%	6.41	5.10	25.7%
Maui (days)	6.09	5.81	4.7%	6.46	5.97	8.3%	3.98	4.96	-19.7%
Molokai (days)	2.86	1.64	74.4%	2.86	1.64	74.4%	0.00	0.00	NA
Lanai (days)	3.38	3.59	-6.0%	3.38	3.59	-6.0%	0.00	0.00	NA
Kauai (days)	5.09	4.40	15.6%	5.51	4.63	18.9%	0.20	2.83	-92.9%
Big Island (days)	4.82	5.56	-13.4%	5.37	5.87	-8.5%	0.20	3.04	-93.3%
...Hilo (days)	3.06	3.65	-16.3%	3.48	3.73	-6.7%	0.20	2.80	-92.7%
...Kona (days)	4.49	5.11	-12.2%	4.83	5.50	-12.1%	0.20	2.43	-91.7%
Statewide (days)	10.41	9.86	5.6%	10.54	10.09	4.5%	9.17	8.02	14.4%
ACCOMMODATIONS									
Hotel	10,571	13,557	-22.0%	9,563	12,066	-20.7%	1,008	1,491	-32.4%
...Hotel Only	9,959	12,918	-22.9%	8,951	11,653	-23.2%	1,008	1,265	-20.3%
Condo	1,061	1,305	-18.6%	1,061	1,305	-18.6%	0	0	NA
...Condo Only	875	1,143	-23.4%	875	1,143	-23.4%	0	0	NA
Timeshare	636	567	12.2%	636	509	24.9%	0	58	NA
...Timeshare Only	522	447	16.6%	522	447	16.6%	0	0	NA
Apartment	558	706	-21.0%	427	394	8.5%	131	313	-58.1%
Bed & Breakfast	169	154	9.4%	169	154	9.4%	0	0	NA
Cruise Ship	437	211	106.9%	437	211	106.9%	0	0	NA
Friends or Relatives	1,213	1,648	-26.4%	1,213	1,337	-9.2%	0	311	-100.0%
PURPOSE OF TRIP									
Pleasure (Net)	11,666	14,153	-17.6%	10,295	12,461	-17.4%	1,371	1,691	-18.9%
...Honeymoon	1,678	1,928	-13.0%	1,230	1,514	-18.8%	448	413	8.4%
MC&I (Net)	1,770	2,219	-20.2%	1,770	2,116	-16.3%	0	103	-100.0%
....Convention/Conf.	1,135	1,550	-26.8%	1,135	1,447	-21.6%	0	103	-100.0%
....Corp. Meetings	327	371	-11.9%	327	371	-11.9%	0	0	NA
....Incentive	325	315	3.0%	325	315	3.0%	0	0	NA
Other Business	246	560	-56.0%	246	560	-56.0%	0	0	NA
Visit Friends/Relatives	928	881	5.3%	874	827	5.6%	54	54	0.0%
Government/Military	109	75	44.1%	109	75	44.1%	0	0	NA
Attend School	71	32	119.7%	71	32	119.7%	0	0	NA
EXPENDITURES									
Total Expenditures (\$ mil.)	24.9	32.1	-22.4%	NA	NA	NA	NA	NA	NA
Per Person Per Day (\$)	162.5	179.6	-9.5%	NA	NA	NA	NA	NA	NA
Per Person Per Trip (\$)	1,691.2	1,770.0	-4.4%	NA	NA	NA	NA	NA	NA

NA: Not available

Source: DBEDT

TABLE 25: Other MMA Visitor Characteristics: 2001 vs. 2000

OTHER	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
Total Visitor Days	2,805,183	2,951,427	-5.0%	1,770,599	1,943,471	-8.9%	1,034,584	1,007,956	2.6%
Total Visitors	274,259	300,313	-8.7%	166,053	186,073	-10.8%	108,206	114,240	-5.3%
PARTY SIZE									
One	98,477	94,051	4.7%	44,136	51,578	-14.4%	54,341	42,473	27.9%
Two	101,540	115,094	-11.8%	72,250	80,758	-10.5%	29,290	34,336	-14.7%
Three or more	74,242	91,168	-18.6%	49,667	53,737	-7.6%	24,575	37,431	-34.3%
Avg Party Size	1.65	1.72	-4.3%	1.79	1.76	1.5%	1.43	1.66	-13.6%
VISIT STATUS									
First-Time	100,590	114,947	-12.5%	60,467	74,428	-18.8%	40,123	40,519	-1.0%
Repeat	173,669	185,366	-6.3%	105,586	111,645	-5.4%	68,083	73,721	-7.6%
Average # of Trips	5.10	4.92	3.5%	5.07	4.79	5.9%	5.14	5.15	-0.1%
TRAVEL METHOD									
Group Tour	21,047	34,708	-39.4%	14,172	19,956	-29.0%	6,875	14,751	-53.4%
Package	76,019	94,906	-19.9%	51,940	62,842	-17.3%	24,079	32,064	-24.9%
Group Tour & Pkg	16,342	26,636	-38.6%	10,998	15,035	-26.9%	5,345	11,601	-53.9%
True Independent	193,536	197,335	-1.9%	110,938	118,310	-6.2%	82,597	79,025	4.5%
ISLANDS VISITED									
Oahu	201,937	218,041	-7.4%	103,121	120,657	-14.5%	98,816	97,384	1.5%
Maui County	72,225	80,495	-10.3%	58,358	65,900	-11.4%	13,867	14,595	-5.0%
...Maui	70,502	78,235	-9.9%	56,635	63,957	-11.4%	13,867	14,278	-2.9%
...Molokai	2,219	2,689	-17.5%	2,172	2,420	-10.2%	47	269	-82.7%
...Lanai	2,720	2,692	1.0%	2,673	2,571	4.0%	47	121	-61.6%
Kauai	34,201	36,260	-5.7%	29,521	29,127	1.4%	4,680	7,133	-34.4%
Big Island	44,708	46,854	-4.6%	30,977	33,684	-8.0%	13,731	13,170	4.3%
...Hilo	20,177	16,502	22.3%	10,554	10,552	0.0%	9,623	5,950	61.7%
...Kona	36,518	38,635	-5.5%	26,524	29,007	-8.6%	9,994	9,628	3.8%
LENGTH OF STAY									
Oahu (days)	8.23	8.24	-0.1%	8.50	8.30	2.4%	7.95	8.17	-2.6%
Maui (days)	7.25	7.39	-2.0%	7.73	7.41	4.4%	5.27	7.33	-28.1%
Molokai (days)	0.02	4.90	-99.6%	0.00	5.19	-100.0%	0.94	2.28	-58.8%
Lanai (days)	5.63	4.89	15.3%	5.71	5.04	13.4%	0.90	1.69	-46.6%
Kauai (days)	6.64	6.32	5.1%	6.76	6.66	1.5%	5.90	4.91	20.0%
Big Island (days)	8.71	6.85	27.1%	7.80	7.40	5.5%	10.77	5.46	97.0%
...Hilo (days)	4.56	4.20	8.7%	5.18	4.85	6.8%	3.88	3.04	27.6%
...Kona (days)	8.14	6.52	25.0%	7.05	6.82	3.3%	11.05	5.59	97.6%
Statewide (days)	10.23	9.83	4.1%	10.66	10.44	2.1%	9.56	8.82	8.4%
ACCOMMODATIONS									
Hotel	165,656	186,223	-11.0%	98,859	117,335	-15.7%	66,797	68,889	-3.0%
...Hotel Only	149,248	172,338	-13.4%	89,239	107,468	-17.0%	60,009	64,870	-7.5%
Condo	32,354	37,027	-12.6%	26,119	29,709	-12.1%	6,235	7,318	-14.8%
...Condo Only	26,298	31,144	-15.6%	21,812	24,925	-12.5%	4,486	6,219	-27.9%
Timeshare	11,157	10,270	8.6%	10,643	8,681	22.6%	515	1,589	-67.6%
...Timeshare Only	9,072	8,317	9.1%	8,557	6,728	27.2%	515	1,589	-67.6%
Apartment	7,755	9,088	-14.7%	3,864	4,336	-10.9%	3,891	4,752	-18.1%
Bed & Breakfast	4,400	3,223	36.5%	2,576	2,816	-8.5%	1,824	407	348.7%
Cruise Ship	5,497	4,081	34.7%	4,360	3,030	43.9%	1,137	1,050	8.2%
Friends or Relatives	42,693	41,280	3.4%	22,054	22,940	-3.9%	20,639	18,340	12.5%
PURPOSE OF TRIP									
Pleasure (Net)	170,241	194,212	-12.3%	122,394	134,060	-8.7%	47,847	60,152	-20.5%
...Honeymoon	9,506	12,902	-26.3%	8,776	10,336	-15.1%	730	2,565	-71.5%
MC&I (Net)	24,740	30,725	-19.5%	14,666	22,352	-34.4%	10,074	8,373	20.3%
....Convention/Conf.	16,845	22,453	-25.0%	9,663	15,574	-38.0%	7,181	6,879	4.4%
....Corp. Meetings	5,057	5,412	-6.6%	3,001	4,203	-28.6%	2,056	1,210	70.0%
....Incentive	3,017	3,380	-10.7%	2,180	2,751	-20.8%	837	629	33.0%
Other Business	11,690	16,705	-30.0%	7,421	7,993	-7.2%	4,270	8,712	-51.0%
Visit Friends/Relatives	39,910	34,373	16.1%	16,581	17,684	-6.2%	23,330	16,689	39.8%
Government/Military	13,808	13,016	6.1%	3,139	3,211	-2.3%	10,669	9,804	8.8%
Attend School	2,490	2,982	-16.5%	1,051	955	10.0%	1,439	2,027	-29.0%
EXPENDITURES									
Total Expenditures (\$ mil.)	432.2	500.3	-13.6%	NA	NA	NA	NA	NA	NA
Per Person Per Day (\$)	154.1	169.5	-9.1%	NA	NA	NA	NA	NA	NA
Per Person Per Trip (\$)	1,575.9	1,666.0	-5.4%	NA	NA	NA	NA	NA	NA

NA: Not available

Source: DBEDT

**TABLE 26: 2001 Visitor Age Distribution by MMA
(% of MMA Total)**

Age	U.S. West			U.S. East			Canada			Europe			Oceania		
	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
<10	4.4	3.2	7.6	2.4	1.8	4.2	2.0	1.8	3.8	1.6	1.2	2.7	2.3	2.1	4.4
10-19	6.1	5.1	11.2	4.7	4.5	9.2	4.8	5.7	10.4	3.0	2.7	5.7	4.4	4.3	8.7
20-29	6.9	6.3	13.2	7.6	7.1	14.7	5.9	7.0	12.9	10.6	9.9	20.5	8.3	10.8	19.1
30-39	10.4	8.1	18.5	10.1	7.8	17.9	7.7	7.1	14.8	13.3	8.2	21.5	7.2	6.7	13.9
40-49	11.8	9.1	20.9	11.8	9.3	21.1	9.7	10.3	20.0	9.5	6.8	16.3	7.9	8.6	16.6
50-59	9.3	6.9	16.3	10.4	7.8	18.2	9.6	9.2	18.7	9.4	7.5	16.9	9.7	9.6	19.4
>=60	7.2	5.3	12.5	8.2	6.4	14.6	10.1	9.3	19.3	9.3	7.0	16.4	9.2	8.8	18.0
Total	56.0	44.0	100.0	55.3	44.7	100.0	49.7	50.3	100.0	56.7	0.4	100.0	49.1	50.9	100.0
Visitors	1,329,257	1,042,813	2,372,070	878,293	709,871	1,588,164	107,785	109,163	216,948	71,443	54,578	126,020	39,871	41,287	81,158

Age	Other Asia			Latin America			Other			Age ^{1/}	Japan		
	Male	Female	Total	Male	Female	Total	Male	Female	Total		Male	Female	Total
<10	3.5	2.7	6.2	2.0	1.7	3.7	3.0	1.8	4.8	<=12	3.6	4.3	7.9
10-19	2.6	2.2	4.9	4.5	3.2	7.7	3.7	4.8	8.5	13-17	1.6	1.7	3.3
20-29	6.7	9.0	15.6	17.8	15.3	33.1	8.4	5.3	13.7	18-24	4.0	8.1	12.1
30-39	20.3	13.2	33.5	13.7	9.1	22.8	11.5	10.8	22.3	25-39	16.0	20.2	36.2
40-49	13.2	6.8	20.0	9.3	6.2	15.5	11.4	9.1	20.5	40-59	11.0	17.6	28.6
50-59	7.4	5.0	12.4	6.6	5.2	11.8	10.7	6.2	16.9	>=60	5.3	6.6	11.9
>=60	3.7	3.7	7.3	3.0	2.4	5.4	8.5	4.8	13.3	Total	41.5	58.5	100.0
Total	57.4	42.6	100.0	56.8	43.2	100.0	57.1	42.9	100.0	Visitors	637,572	890,991	1,528,563
Visitors	58,457	43,413	101,870	8,376	6,360	14,737	156,639	117,621	274,259				

^{1/}Starting in 2001 Japanese visitor age grouping is different from other MMAs.

Source: DBEDT

FIGURE 3: 2001 U.S. West Visitor Age Distribution

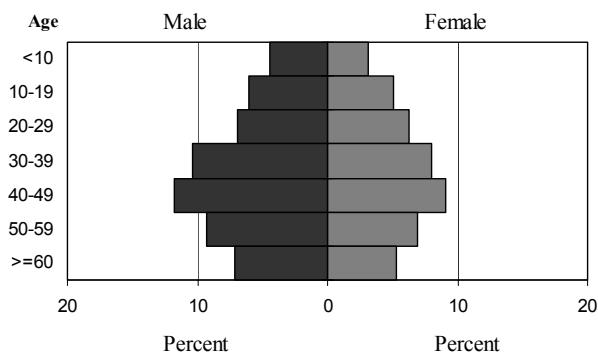


FIGURE 4: 2001 U.S. East Visitor Age Distribution

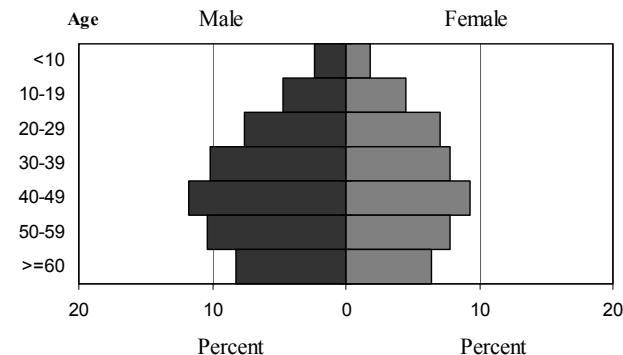


FIGURE 5: 2001 Japan Visitor Age Distribution

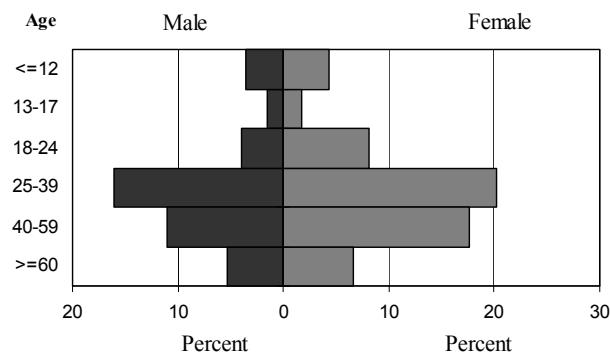
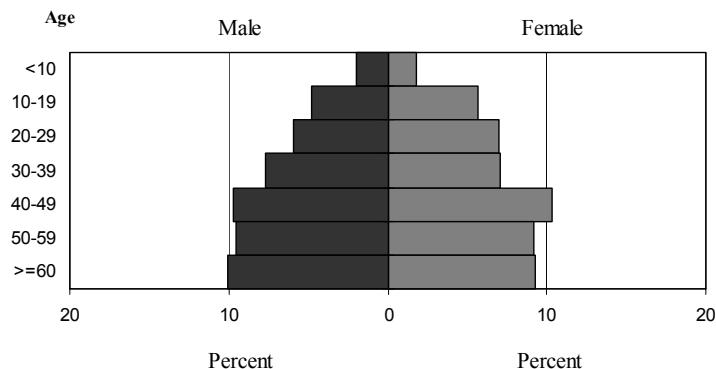


FIGURE 6: 2001 Visitor Age Distribution: Canada



Source: DBEDT